

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	02/08/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Estee Lauder Inc.		12/18/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Prescriptives Inc.
Street Address:	767 Fifth Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10153
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78809726	ANYWEAR

CORRESPONDENCE DATA

Fax Number: (212)277-2355
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212 277 2332
 Email: uspto@estee.com
 Correspondent Name: Lesley A. Moradian
 Address Line 1: 767 Fifth Avenue
 Address Line 4: New York, NEW YORK 10153

ATTORNEY DOCKET NUMBER:	PX - DOM - ANYWEAR ASSIGN
NAME OF SUBMITTER:	Lesley A. Moradian
Signature:	/lesley a. moradian/

CH \$40.00 78809726

Date:

01/09/2008

Total Attachments: 2

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ASSIGNMENT OF APPLIED FOR TRADEMARK

This Assignment effective as and from February 8, 2006, from Estee Lauder Inc., a corporation organized and existing under the laws of the State of Delaware, whose address is 767 Fifth Avenue, New York, New York, 10153 (hereinafter the "ASSIGNOR"), to Prescriptives Inc., a corporation organized and existing under the laws of the State of Delaware, whose address is 767 Fifth Avenue, New York, New York, 10153 (hereinafter the "ASSIGNEE"):

WITNESSETH THAT

WHEREAS, the Assignor is the owner of all right, title and interest in and to Trademark Application No. 78/809,726 for ANYWEAR applied in the United States Patent and Trademark Office on February 8, 2006, and in and to the goodwill of the business relating thereto;

WHEREAS, the Assignee wishes to acquire from the Assignor all right, title and interest in and to the said trademark and application identified above, together with the goodwill of the business appertaining to and symbolized by said trademark and wishes also to acquire all right, title and interest in and to the said application for said trademark;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor by these presents does hereby sell, transfer, convey and assign unto the

Assignee its entire right, title and interest in and to the aforesaid trademark and application therefore, including without limitation, the application identified herein, together with the goodwill of the business appertaining thereto.

In witness whereof, the Assignor has hereunto executed this instrument this 18th day of December, 2007.

Estee Lauder Inc.

By: Lesley A. Moradian
Lesley A. Moradian
Vice President

On this 18th day of December, 2007, before me personally appeared Lesley A. Moradian, to me known and known to me to be the individual described in and who executed the foregoing instrument, and she duly acknowledged to me that she executed the same for the purposes set forth therein.

Rebecca Zapata
Notary Public
My Commission Expires:
[SEAL]

REBECCA ZAPATA
Notary Public, State of New York
No. 01ZA6074267
Qualified in Rockland County
Certificate Filed in New York County
Commission Expires May, 13, 20 10