

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Prescriptives Inc.		02/29/2008	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Estee Lauder Inc.		
<b>Street Address:</b>	767 Fifth Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10153		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	77221141	PX PRESCRIPTIVES IMMEDIATE SMOOTH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)277-2355		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	uspto@estee.com		
<b>Correspondent Name:</b>	The Estee Lauder Companies Inc.		
<b>Address Line 1:</b>	767 Fifth Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10153		
<b>ATTORNEY DOCKET NUMBER:</b>	038601		
<b>NAME OF SUBMITTER:</b>	Anna Jakobsson		
<b>Signature:</b>	/Anna Jakobsson/		
<b>Date:</b>	02/29/2008		

Total Attachments: 2

**900100310**

**TRADEMARK  
 REEL: 003728 FRAME: 0857**

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ASSIGNMENT

This Assignment, as of this 29<sup>th</sup> day of February 2008, from Prescriptives Inc., a corporation organized and existing under the laws of the state of Delaware, located at 767 Fifth Avenue, New York, New York 10153 (hereinafter the "ASSIGNOR") to Estee Lauder Inc., a corporation organized and existing under the laws of the state of Delaware, located at 767 Fifth Avenue, New York, New York 10153 (hereinafter the "ASSIGNEE")

WITNESSETH THAT:

WHEREAS, the ASSIGNOR is the exclusive licensee of the PRESCRIPTIVES trademarks owned by ASSIGNEE;

WHEREAS, the ASSIGNOR is presently the owner of record of Application Serial No. 77/221,141 for the mark PX PRESCRIPTIVES IMMEDIATE SMOOTH;

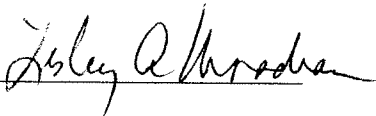
WHEREAS, the ASSIGNEE has acquired all right, title and interest in the trademark PX PRESCRIPTIVES IMMEDIATE SMOOTH together with the goodwill of the business associated with the trademark for good and valuable consideration; and

WHEREAS, the parties desire to ratify said assignment.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiently of which is hereby acknowledged, ASSIGNOR hereby assign unto the ASSIGNEE its entire right, title and interest in and to the aforesaid trademark without limitation, together with the goodwill of the business appertaining thereto.

IN WITNESS WHEREOF, the ASSIGNOR has hereunto executed this instrument this 29<sup>th</sup> day of February 2008.

Prescriptives Inc.

By: 

Lesley A. Moradian  
Assistant Secretary

UNITED STATES OF AMERICA )  
STATE OF NEW YORK ) ss:  
COUNTY OF NEW YORK )

On this 29<sup>th</sup> day of February 2008, 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.



Notary Public

ANNA JAKOBSSON  
Notary Public, State of New York  
No. 02JA6106881  
Qualified in New York County  
Commission Expires Mar. 15, 20 ~~08~~