

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	07/18/2008		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Novel Fragrances, Inc.		08/05/2009
			Entity Type
			CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	BeautyBank 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:	77526045	FLIRTY
CORRESPONDENCE DATA			
Fax Number:	(212)277-2355		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	uspto@estee.com		
Correspondent Name:	Rita M. Odin		
Address Line 1:	767 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10153		
ATTORNEY DOCKET NUMBER:	FLIRTY ASSIGNMENT		
NAME OF SUBMITTER:	Rita M. Odin		
Signature:	/RMO/		
Date:	08/05/2009		

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Total Attachments: 2
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ASSIGNMENT

This Assignment, effective nunc pro tunc as and from the 18th day of July, 2008, from Novel Fragrances, Inc., a Delaware Corporation with offices located at PO Box 6670, New York, NY 10150 (hereinafter the "ASSIGNOR") to BeautyBank Inc., a Delaware Corporation with offices located at 767 Fifth Avenue, New York, NY 10153 (hereinafter "ASSIGNEE");

WITNESSETH THAT:

WHEREAS, the ASSIGNOR was, as of July 18, 2008, the owner of all right, title and interest in and to U.S. Trademark Application Serial No. 77/526,045 for the mark FLIRTY (the "Trademark") and in and to the goodwill of the business relating thereto;

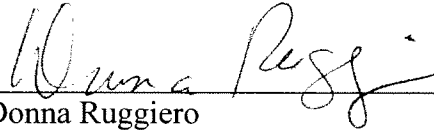
WHEREAS, the ASSIGNEE, as a related company and a successor in interest to ASSIGNOR, acquired all right, title and interest in the Trademark, together with the goodwill of the business associated with the Trademark nunc pro tunc as of July 18, 2008 for good and valuable consideration; and

WHEREAS, the parties desire to ratify said assignment;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, throughout the world, in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, all causes of action for previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements, and all of Assignor's other rights and interests in the Trademark.

IN WITNESS WHEREOF, the ASSIGNOR has hereunto executed this instrument this 5th day of August, 2009.

NOVEL FRAGRANCES, INC.

By: 
Donna Ruggiero
Assistant Secretary