

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		Trademark	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DJF Enterprises		10/03/2011	CORPORATION:
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:	85399117	LUXURY FOR REAL LIFE	
CORRESPONDENCE DATA			
Fax Number:	(212)277-2355		
Phone:	2122772332		
Email:	uspto@estee.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Jessica Heiss		
Address Line 1:	767 Fifth Avenue		
Address Line 2:	Trademark Department		
Address Line 4:	New York, NEW YORK 10153		
ATTORNEY DOCKET NUMBER:		ASSIGNMENT- LUX OF REAL L	
NAME OF SUBMITTER:		Jessica Heiss	
Signature:		/jessica heiss/	

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**TRADEMARK
 REEL: 004637 FRAME: 0412**

Date:

10/06/2011

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK APPLICATION

This Assignment effective as and from October 3, 2011, from DJF Enterprises, a corporation organized and existing under the laws of the State of California, whose address is 767 Fifth Avenue, New York, New York, 10153 (hereinafter the "ASSIGNOR"), to BeautyBank Inc., a corporation organized and existing under the laws of the State of Delaware, whose address is 787 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. 85/399,117 for LUXURY FOR REAL LIFE filed in the United States Patent and Trademark Office on August 16, 2011, 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 3rd day of October, 2011.

DJF Enterprises

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

On this 3rd day of October, 2011, 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

Rebecca Zapata

REBECCA ZAPATA
Notary Public State of New York
No. 01ZA6074267
Qualified in Westchester County
Certificate Filed in New York County
Comm. Exp. October 20, 2014