

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Make-Up Art Cosmetics Inc.		01/14/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Estee Lauder Cosmetics Ltd.		
Street Address:	161 Commander Blvd.		
City:	Agincourt		
State/Country:	ONTARIO		
Postal Code:	M1S3K9		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4022031	MAKE-UP ART COSMETICS	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-277-2325		
Email:	dvolk@estee.com		
Correspondent Name:	Rita Odin		
Address Line 1:	767 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10153		
ATTORNEY DOCKET NUMBER:	ASSIGNMENT-REGNO 4022031		
DOMESTIC REPRESENTATIVE			
Name:	Rita Odin		
Address Line 1:	767 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10153		

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NAME OF SUBMITTER:	Rita Odin
Signature:	/rita odin/
Date:	01/14/2013
Total Attachments: 1 source=US-Assignment#page1.tif	

ASSIGNMENT

This Assignment effective as of the date of execution from Make-Up Art Cosmetics Inc., a Delaware corporation, with offices at 767 Fifth Avenue, New York, New York 10153, United States of America (hereinafter the "ASSIGNOR"), to Estee Lauder Cosmetics Ltd., having an address of 161 Commander Blvd, Agincourt, Canada M1S3K9 (hereinafter the "ASSIGNEE"):

WITNESSETH THAT

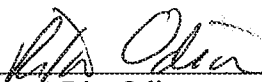
WHEREAS, the Assignor is the owner of all right, title and interest in and to the trademark MAKE-UP ART COSMETICS, registered on Sep. 06, 2011 in the United States Patent and Trademark Office under Registration No. 4022031.

WHEREAS, Assignor has agreed to assign and transfer all of the assets associated with the trademark MAKE-UP ART COSMETICS to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee and its successors and assigns all of Assignor's right, title and interest in the United States in and to the trademark MAKE-UP ART COSMETICS and all goodwill symbolized thereby and associated therewith.

In witness whereof, the Assignor has hereunto executed this instrument this 14th day of January, 2013.

Make-Up Art Cosmetics Inc.

By 
Name: Rita Odin
Title: Vice President and Trademark Counsel

On this 14th day of January 2013, before me personally appeared Rita Odin, 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
My Commission Expires:

LENNARD JOHN, JR.
Notary Public, State of New York
No. 01JO4995662 Qual. in Kings Co.
Certificate Filed in New York County
Commission Expires June 4, 2014

TRADEMARK