

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
ESTEE LAUDER INC.		11/21/2013	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: 11**

Property Type	Number	Word Mark
Registration Number:	1755864	COLORPRINT
Registration Number:	1901114	ALL CLEAN
Registration Number:	1962587	ALL SKINS
Registration Number:	2139422	VIRTUAL SKIN
Registration Number:	2189907	IMMEDIATE MATTE
Registration Number:	2189908	IMMEDIATE GLOW
Registration Number:	2266715	PHOTOCHROME
Registration Number:	2278953	VIBRANT
Registration Number:	2399986	COMFORT CREAM
Registration Number:	2592127	TRACELESS
Registration Number:	3432361	INSTANT GRATIFICATION

**CORRESPONDENCE DATA**

Fax Number: 2122772355

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent*

CH \$290.00 1755864

*via US Mail.*

Phone: 212-277-2323  
Email: uspto@estee.com  
Correspondent Name: Donna M. Ruggiero  
Address Line 1: 767 Fifth Avenue  
Address Line 4: New York, NEW YORK 10153

ATTORNEY DOCKET NUMBER:	US-ASS-ELI TO PX
NAME OF SUBMITTER:	Donna M. Ruggiero
Signature:	/dmr/
Date:	11/22/2013
Total Attachments: 2 source=US-ASS-ELI to PX#page1.tif source=US-ASS-ELI to PX#page2.tif	

## INTELLECTUAL PROPERTY ASSIGNMENT

THIS ASSIGNMENT is made by and between Estee Lauder Inc., a Delaware corporation, with an address at 767 Fifth Avenue, New York, NY 10153, United States of America (hereinafter referred to as "Assignor") and Prescriptives Inc., a Delaware corporation, with an address at 767 Fifth Avenue, New York, NY 10153, United States of America (hereinafter referred to as "Assignee").

WHEREAS, Assignor is the owner of the trademarks identified in Exhibit A attached hereto and which are registered in the United States Patent and Trademark Office ("Registered Marks") and which Assignor wishes to assign the Registered Marks to Assignee.

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

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee and its successors and assigns all of Assignor's right, title and interest in and to the Intellectual Property in the United States and all goodwill symbolized thereby and associated therewith.

In witness whereof, the Assignor has hereunto executed this instrument this 21<sup>st</sup> day of November, 2013.

ESTEE LAUDER INC.

By 

Name: Lesley A. Moradian

Title: Vice President and Senior Trademark Counsel

**EXHIBIT A**

<b>Trademark</b>	<b>Registration Number</b>
COLORPRINT	1755864
ALL CLEAN	1901114
ALL SKINS	1962587
VIRTUAL SKIN	2139422
IMMEDIATE MATTE	2189907
IMMEDIATE GLOW	2189908
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