

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM359269

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BeautyBank Inc.		10/13/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Estee Lauder 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	
Registration Number:	3670401	ULTIMATE DIAMOND	
CORRESPONDENCE DATA			
Fax Number:	2122772355		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(212) 277-2324		
Email:	uspto@estee.com		
Correspondent Name:	Jessica Heiss		
Address Line 1:	767 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10153		
ATTORNEY DOCKET NUMBER:	ULTIMATE DIA. ASSIGNMENT		
NAME OF SUBMITTER:	Jessica Heiss		
SIGNATURE:	/jh/		
DATE SIGNED:	10/20/2015		
Total Attachments: 2			
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ASSIGNMENT OF REGISTERED TRADEMARK

This Assignment effective as and from October 13, 2015, from BeautyBank Inc., a corporation organized and existing under the laws of the State of Delaware, whose address is 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, whose address is 767 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 Registration No. 3670401 for ULTIMATE DIAMOND registered in the United States Patent and Trademark Office on August 18, 2009, 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 registration 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 registration 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 registration therefore, including without limitation, the registration identified herein, together with the goodwill of the business appertaining thereto.

In witness whereof, the Assignor has hereunto executed this instrument this 13th day of October, 2015.

BeautyBank Inc.

By: *Lesley A. Moradian*
Lesley A. Moradian
Vice President & Senior Trademark Counsel

On this 13th day of October, 2015, 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.

Lenard John, Jr.
Notary Public
My Commission Expires:

[SEAL]

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, 2017