

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Douglas LLoyd		07/30/2007
RECEIVING PARTY DATA		
Name:	ELC Management LLC	
Street Address:	767 Fifth Avenue	
City:	New York	
State/Country:	NEW YORK	
Postal Code:	10153	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	29282567	
CORRESPONDENCE DATA		
Fax Number:	(631)531-1340	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	613-414-6093	
Email:	vpalumbo@estee.com	
Correspondent Name:	Victoria Palumbo	
Address Line 1:	155 Pinelawn Road, Suite 345 So.	
Address Line 4:	Melville, NEW YORK 11747	
ATTORNEY DOCKET NUMBER:	07.18	
NAME OF SUBMITTER:	Victoria Palumbo	
Total Attachments: 2 source=0718assignment#page1.tif source=0718assignment#page2.tif		

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REEL: 019715 FRAME: 0639

ASSIGNMENT

WHEREAS I, **Douglas LLOYD**, ASSIGNOR, citizen of the **United States of the America**, residing **165 HUDSON STREET, APT. 5B, NEW YORK, NY 10013**, am the inventor of the invention titled **FRAGRANCE BOTTLE** for which I executed an application for a Patent of the United States which is identified by **Application No.: 29/282,567 / Filing Date: JULY 24, 2007 / Attorney Docket No.: 07.18**; and

WHEREAS, **ELC Management LLC**, a **Delaware corporation**, having an office at **767 Fifth Avenue, New York, NY 10153**, ASSIGNEE, is desirous of obtaining the entire right, title and interest in, to and under the invention and the application.


NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the ASSIGNOR, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the invention, and the United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for the invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

AND I HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND I HEREBY covenant and agree that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreements in conflict herewith.

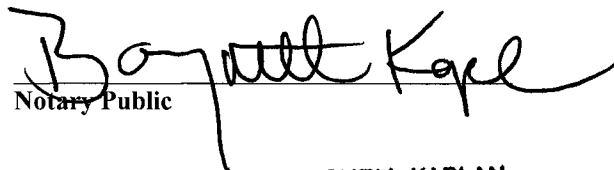
AND I HEREBY further covenant and agree that I will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to me respecting the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for the invention in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal.

Date July 30th, 2007 
Douglas LLOYD

State of New York
County of New York

On the 30th day of July in the year 2007 before me, the undersigned, a Notary Public in and for said State, personally appeared **Douglas LLOYD**, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.


Notary Public

BARRY MITCHELL KAPLAN
Notary Public, State of New York
No. 02KA4618904
Qualified in New York County 29
Commission Expires October 31, 2009