

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT												
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT												
<b>CONVEYING PARTY DATA</b>													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Paul H. Marotta</td> <td>08/20/2008</td> </tr> <tr> <td>Daniela Bratescu</td> <td>08/20/2008</td> </tr> <tr> <td>Tatyana R. Tabakman</td> <td>08/29/2008</td> </tr> <tr> <td>Katie Ann Frampton</td> <td>08/20/2008</td> </tr> <tr> <td>George J. Stepniewski</td> <td>08/20/2008</td> </tr> </tbody> </table>		Name	Execution Date	Paul H. Marotta	08/20/2008	Daniela Bratescu	08/20/2008	Tatyana R. Tabakman	08/29/2008	Katie Ann Frampton	08/20/2008	George J. Stepniewski	08/20/2008
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<b>RECEIVING PARTY DATA</b>													
<b>Name:</b>	ELC Management LLC												
<b>Street Address:</b>	767 Fifth Avenue												
<b>City:</b>	New York												
<b>State/Country:</b>	NEW YORK												
<b>Postal Code:</b>	10153												
<b>PROPERTY NUMBERS Total: 1</b>													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12171723</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12171723								
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Application Number:	12171723												
<b>CORRESPONDENCE DATA</b>													
<b>Fax Number:</b>	(631)531-1340												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
<b>Phone:</b>	613-414-6093												
<b>Email:</b>	vpalumbo@estee.com												
<b>Correspondent Name:</b>	Victoria Palumbo												
<b>Address Line 1:</b>	155 Pinelawn Road, Suite 345 So.												
<b>Address Line 4:</b>	Melville, NEW YORK 11747												
<b>ATTORNEY DOCKET NUMBER:</b>	04.24C1												
<b>NAME OF SUBMITTER:</b>	Victoria Palumbo												

CH \$40.00 12171723

Total Attachments: 2

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**ASSIGNMENT**

WHEREAS, WE:

**Paul H. Marotta of: 145 Intervale Avenue, Farmingdale, NY 11735, citizen of US;**  
**Daniela Bratescu of: 131 Waterside Avenue, Northport, NY 11768, citizen of US;**  
**Tatyana R. Tabakman of: 2650 Ocean Parkway, Apt. 10N, Brooklyn, NY 11235, citizen of US;**  
**Katie Ann Frampton of: 72 Edel Avenue, West Babylon, NY 11704, citizen of US;**  
**George J. Stepniewski of: 26 Glendale Drive, Melville, NY 11747, citizen of US.**

Assignors, are the inventors of the invention titled **MASCARA FOR USE WITH A VIBRATING APPLICATOR: COMPOSITIONS AND METHODS** for which we executed an application for a Patent of the United States which is identified by **Attorney Docket number: 04.24C1 and application number 12/171,723;** 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 us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the ASSIGNORS, 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 WE 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 WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreements in conflict herewith.


AND WE HEREBY further covenant and agree that we will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to us 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.

**PATENT**

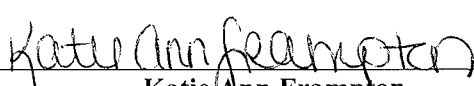
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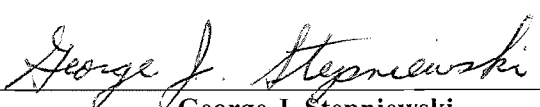
IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date 8-20-08, 2008   
Paul H. Marotta

Date 8-20-08, 2008   
Daniela Bratescu

Date 08-29-08, 2008 Tat Tab.  
Tatyana R. Tabakman

Date 8/20/08, 2008   
Katie Ann Frampton

Date 8.20.08, 2008   
George J. Stepniewski