

08-17-2000



U.S. Department of Commerce  
Patent and Trademark Office

HEET  
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101435555

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): 7.24.00  
 AZUREL LTD.  
 509 Madison Avenue  
 New York, NY 10022

Individual(s)  Association  
 General Partnership  Limited Partnership  
 Corporation-State of Delaware  
 Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and Address of receiving party(ies)  
 Name: Estee Lauder Inc.  
 Address: 767 Fifth Avenue  
 New York, New York 10153

Individual(s) citizenship  
 Association  
 General Partnership  
 Limited Partnership  
 Corporation-State Delaware  
 Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designations must be a separate document from assignment)  
 Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_

Execution Date: April 21, 2000

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s) 75/648,325 CUSTOM BEAUTY B. Trademark Registration No.(s)  
 Additional numbers attached?  Yes  No

Name and address of party to whom correspondence concerning document should be mailed:  
 Deborah Squiers, Esq.  
 Cowan, Liebowitz & Latman, P.C.  
 1133 Avenue of the Americas  
 New York, NY 10036-6799

6. Total number of applications and registrations involved:  
 1

7. Total fee (37 CFR 3.41)..... \$ 40  
 Enclosed  
 Any deficiency is authorized to be charged to  
 Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415  
 (Attach duplicate copy of this page if paying by deposit account)

08/16/2000 MTHA11 00000183 75648325

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01 FC 988 Statement and signature. 40.00 DP

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Deborah Squiers  
Name of Person Signing

*Deborah H. Squiers*  
Signature

July 24, 2000  
Date

Total number of pages including cover sheet, attachments, and documents: 2

EL4321348354S  
08-24-2000

Mail to: U.S. Patent and Trademark Office, Office of Public Records

U.S. Patent and Trademark Office  
Service "Express Mail Post Office"  
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and Trademark, 2000

*Esther C. Seltzer*

DKS/A2C/17993/00/425280.1

TRADEMARK  
REEL: 002120 FRAME: 0827

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made as of the 21st day of April, 2000 between AZUREL LTD., 509 Madison Avenue, New York, NY 10022 ("Assignor") and Estee Lauder Inc., 767 Fifth Avenue, New York, NY 10153 ("Assignee").

WHEREAS, Assignor has adopted and used in the United States the trademark CUSTOM BEAUTY and is the owner of the application for such trademark, Ser. No. 75-648,325, with the U.S. Patent and Trademark Office (the "Trademark"); and

WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademark and the goodwill associated therewith;

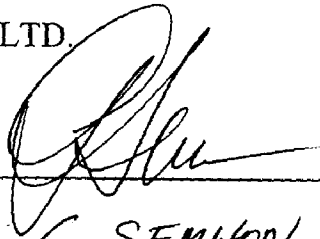
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the Trademark, whether statutory or at common law, including all applications and registrations thereof, together with the goodwill of the business symbolized by the Trademark, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

AZUREL LTD.

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

  
G. SEMHON  
CHAIRMAN