



102441695

To the Honorable Commissioner of Patents Original documents or copy thereof

1. Name of conveying party(ies): Aveda Corporation

41403

- Individual(s) Association General Partnership Limited Partnership Corporation-State Other

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: 4/10/03

2. Name and address of receiving party(ies)

Name: Estee Lauder Inc.

Internal

Address:

Street Address: 767 Fifth Avenue

City: New York State: NY Zip: 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

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2,119,877

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Lesley A. Moradian

Internal Address: The Estee Lauder Companies Inc

Street Address: 767 Fifth Avenue

City: New York State: NY Zip: 10153

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

05-1315

DO NOT USE THIS SPACE

9. Signature.

Donna M. Ruggiero Name of Person Signing

Signature

Date

4/10/03

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

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## **ASSIGNMENT OF REGISTERED TRADEMARK**

This Assignment effective as and from April 10, 2003 from Aveda Corporation, a corporation organized and existing under the laws of the State of Delaware, whose address is 4000 Pheasant Ridge Drive, Minneapolis, Minnesota (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. 2,119,877 for TANTRA registered in the United States Patent and Trademark Office on December 9, 1997, 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 10<sup>th</sup> day of April 2003.

Aveda Corporation

By: Lesley A. Moradian  
Lesley A. Moradian  
Assistant Secretary

On this 10<sup>th</sup> day of April 2003, 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.

Patricia E. Donnelly  
Notary Public  
My Commission Expires: 11.20.06

[SEAL]

PATRICIA E. DONNELLY  
Notary Public, State of New York  
No. 01DO8051269  
Qualified in New York County  
Commission Expires November 20, 20 06