

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Prescriptives Inc.		01/27/2006	CORPORATION:
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:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78667630	SKIN BY PRESCRIPTIVES	
CORRESPONDENCE DATA			
Fax Number:	(212)572-6743		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2125726798		
Email:	USPTO@ESTEE.COM		
Correspondent Name:	Lesley A. Moradian		
Address Line 1:	767 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10153		
ATTORNEY DOCKET NUMBER:	PX/SKIN BY PRESCRIPTIVES		
NAME OF SUBMITTER:	Lesley A. Moradian		
Signature:	/lam/		
Date:	01/30/2006		

CH \$40.00 78667630

Total Attachments: 2

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ASSIGNMENT

This Assignment, as of this 27th day of January, 2006 from Prescriptives Inc.: a corporation organized and existing under the laws of the state of Delaware, located at 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 exclusive licensee of the PRESCRIPTIVES Trademarks owned by Assignee;

WHEREAS, the ASSIGNOR is presently the owner of record of Serial No.: 78/667,630 for SKIN BY PRESCRIPTIVES for which an application has been filed.

WHEREAS, the ASSIGNEE, has acquired all right, title and interest in the Trademark SKIN BY PRESCRIPTIVES, together with the goodwill of the business associated with the Trademarks for good and valuable consideration; and

WHEREAS, the parties desire to ratify said assignment;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR assign unto the ASSIGNEE its entire right, title and interest in and to the aforesaid Trademarks without limitation, together with the goodwill of the business appertaining thereto.

IN WITNESS WHEREOF, the ASSIGNOR has hereto executed this instrument this 27th day of January, 2006

Prescriptives Inc.

By Lesley A. Moradian
Lesley A. Moradian
Assistant Secretary

UNITED STATES OF AMERICA)
STATE OF NEW YORK) ss:
COUNTY OF NEW YORK)

On this 27th day of January, 2006, 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

LENNARD JOHN, JR.
Notary Public, State of New York
No. 01JO4993682 Qual. in Kings Co.
Certificate File in New York County
Commission Expires June 4, 2016