

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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.		02/17/2006	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:	78549015	PRESCRIPTIVES FLAWLESS SKIN	
CORRESPONDENCE DATA			
Fax Number:	(212)572-6743		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-572-6798		
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/PRESCRIPTIVES FLAWLESS		
NAME OF SUBMITTER:	Lesley A. Moradian		
Signature:	/lam/		
Date:	02/17/2006		

CH \$40.00 78549015

Total Attachments: 2

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ASSIGNMENT

This Assignment, as of this 17th day of February, 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.: 78/549,015 for PRESCRIPTIVES FLAWLESS SKIN for which an application has been filed.

WHEREAS, the ASSIGNEE, has acquired all right, title and interest in the Trademark PRESCRIPTIVES FLAWLESS SKIN, 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 does hereby assign unto the ASSIGNEE its entire right, title and interest in and to the aforesaid Trademark without limitation, together with the goodwill of the business appertaining thereto.

IN WITNESS WHEREOF, the ASSIGNOR has hereunto executed this instrument this 17th day of February, 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 17th day of February, 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. 01J04995662 Qual. in Kings Co.
Certificate File in New York County
Commission Expires June 4, 2006