

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	03/01/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Breast Cancer Research Foundation		03/30/2007	Not-For-Profit Corporation: NEW YORK

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: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1962239	PINK RIBBON

CORRESPONDENCE DATA

Fax Number: (212)572-6743
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 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:	EL/PINK RIBBON
NAME OF SUBMITTER:	Lesley A. Moradian
Signature:	/LAM/

CH \$40.00 1962239

Date:

04/03/2007

Total Attachments: 3

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ASSIGNMENT

This Assignment, effective nunc pro tunc as and from the 1st day of March, 2006, from The Breast Cancer Research Foundation, a NOT-FOR-PROFIT New York CORPORATION, with offices at 654 Madison Avenue New York NEW YORK 10021, (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 was, as of 1st day of March, 2006, the owner of all right, title and interest in and to the trademarks in the attached Schedule A, for which an application and registration have been filed as indicated in such Schedule (collectively the "Trademarks") and in and to the goodwill of the business relating thereto;

WHEREAS, the ASSIGNEE, as successor in interest to ASSIGNOR, acquired all right, title and interest in the Trademarks, together with the goodwill of the business associated with the Trademarks nunc pro tunc as of 1st day of March, 2006 for good and valuable consideration; and

WHEREAS, the parties desire to ratify said assignment;

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 Trademarks without

limitation, together with the goodwill of the business appertaining thereto nunc pro tunc as of 1st day of March, 2006.

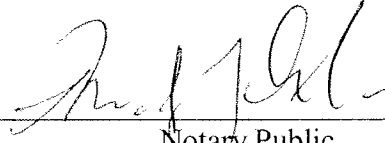
IN WITNESS WHEREOF, the ASSIGNOR has hereunto executed this instrument this 30th day of March, 2007.

The Breast Cancer Research Foundation

By: 
Deborah Krulewitch
Secretary

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

On this 30th day of March, 2007, before me personally appeared Deborah Krulewitch, 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.


Notary Public

LENNARD JOHN, JR.
Notary Public, State of New York
No. 01JO4995882 Qual. in Kings Co.
Certificate Filed in New York County
Commission Expires June 4, 2010

SCHEDULE

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>CLASS</u>
PINK RIBBON	1,962,239	March 12, 1996	3