

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.		02/29/2008	CORPORATION: DELAWARE
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	
Serial Number:	77221141	PX PRESCRIPTIVES IMMEDIATE SMOOTH	
CORRESPONDENCE DATA			
Fax Number:	(212)277-2355		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	uspto@estee.com		
Correspondent Name:	The Estee Lauder Companies Inc.		
Address Line 1:	767 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10153		
ATTORNEY DOCKET NUMBER:	038601		
NAME OF SUBMITTER:	Anna Jakobsson		
Signature:	/Anna Jakobsson/		
Date:	02/29/2008		

Total Attachments: 2

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**TRADEMARK
 REEL: 003728 FRAME: 0857**

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ASSIGNMENT

This Assignment, as of this 29th day of February 2008, 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, located at 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 Application Serial No. 77/221,141 for the mark PX PRESCRIPTIVES IMMEDIATE SMOOTH;

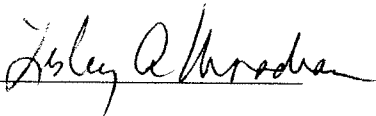
WHEREAS, the ASSIGNEE has acquired all right, title and interest in the trademark PX PRESCRIPTIVES IMMEDIATE SMOOTH together with the goodwill of the business associated with the trademark for good and valuable consideration; and

WHEREAS, the parties desire to ratify said assignment.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiently of which is hereby acknowledged, ASSIGNOR 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 29th day of February 2008.

Prescriptives Inc.

By: 

Lesley A. Moradian
Assistant Secretary

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

On this 29th day of February 2008, 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.



Notary Public

ANNA JAKOBSSON
Notary Public, State of New York
No. 02JA6106881
Qualified in New York County
Commission Expires Mar. 15, 20 ~~08~~