

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
Novel Fragrances, Inc.		07/02/2008	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:	77204726	SENSUOUS	
CORRESPONDENCE DATA			
Fax Number:	(212)277-2355		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 277-2321		
Email:	ljohn@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/SENSUOUS		
NAME OF SUBMITTER:	Lesley A. Moradian		
Signature:	/LAM/		
Date:	07/02/2008		

CH \$40.00 77204726

Total Attachments: 2

source=Assignment#page1.tif

source=Assignment#page2.tif

ASSIGNMENT OF APPLIED FOR TRADEMARK

This Assignment effective as and from July 2, 2008, from Novel Fragrances, Inc., a corporation organized and existing under the laws of the State of Delaware, whose address is P.O. Box 6670 New York NEW YORK 10150 (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 Application No. 77/204726 for SENSUOUS applied in the United States Patent and Trademark Office on June 13, 2007, 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 application 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 application for said trademark;

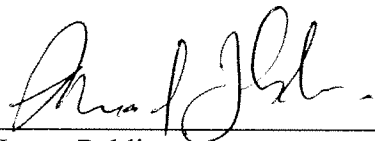
NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor by these presents does hereby sell, transfer, convey and assign unto the Assignee its entire right, title and interest in and to the aforesaid trademark and application therefore, including without limitation, the application identified herein, together with the goodwill of the business appertaining thereto.

In witness whereof, the Assignor has hereunto executed this instrument this 2nd day of July, 2008.

Novel Fragrances, Inc.

By: Lesley A. Moradian
Lesley A. Moradian
Vice President

On this 2nd day of July, 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
My Commission Expires:
[SEAL]

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