

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM358798

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
BeautyBank Inc.		02/01/2015	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Estee Lauder Inc.		
<b>Street Address:</b>	767 Fifth Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10153		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3151546	YOUTH-FULL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2122772355		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	(212) 277-2324		
<b>Email:</b>	uspto@estee.com		
<b>Correspondent Name:</b>	Jessica Heiss		
<b>Address Line 1:</b>	767 Fifth Avenue		
<b>Address Line 2:</b>	Trademark Department		
<b>Address Line 4:</b>	New York, NEW YORK 10153		
<b>ATTORNEY DOCKET NUMBER:</b>	YOUTH-FUL ASSIGNMENT		
<b>NAME OF SUBMITTER:</b>	Jessica Heiss		
<b>SIGNATURE:</b>	/jh/		
<b>DATE SIGNED:</b>	10/15/2015		
<b>Total Attachments: 2</b>			
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**ASSIGNMENT OF REGISTERED TRADEMARK**

This Assignment effective as and from February 1, 2015, from BeautyBank 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 "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 Registration No. 3151546 for YOUTH-FULL registered in the United States Patent and Trademark Office on October 3, 2006, 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 registration 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 registration 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 registration therefore, including without limitation, the registration identified herein, together with the goodwill of the business appertaining thereto.

In witness whereof, the Assignor has hereunto executed this instrument this 13<sup>th</sup> day of October, 2015.

BeautyBank Inc.

By: *Lesley A. Moradian*  
Lesley A. Moradian  
Vice President & Senior Trademark Counsel

On this 13<sup>th</sup> day of October, 2015, 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  
My Commission Expires:

[SEAL]

LENNARD JOHN, JR.  
Notary Public, State of New York  
No. 01JO4995662 Qual. in Kings Co.  
Certificate Filed in New York County  
Commission Expires June 4, 2018