

07-11-2000



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U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

#### Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
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#### Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment
- Merger  Effective Date  
Month Day Year
- Change of Name
- Other

#### Conveying Party

Mark if additional names of conveying parties attached

Name CLINIQUE LABORATORIES, INC

Execution Date  
Month Day Year  
6 12 2000

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization STATE OF DELAWARE

#### Receiving Party

Mark if additional names of receiving parties attached

Name LIPTON INVESTMENTS, INC

DBA/AKA/TA

Composed of

Address (line 1) 501 SILVERSIDE ROAD

Address (line 2)

Address (line 3) WILMINGTON  
City

DELAWARE USA  
State/Country

19809  
Zip Code

- Individual  General Partnership  Limited Partnership  If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization STATE OF DELAWARE

FOR OFFICE USE ONLY

07/10/2000 BNGUYEN 00000326 051315 2304635

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Mail documents to be recorded with required cover sheet(s) information to:  
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TRADEMARK  
REEL: 002108 FRAME: 0230

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

212 888 -1260

Name

ERIC MCCORHICK, ESQ

Address (line 1)

LEVER HOUSE

Address (line 2)

390 PARK AVENUE

Address (line 3)

NEW YORK, NEW YORK. 10022-4698

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

1

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

2304635

**Number of Properties**

Enter the total number of properties involved.

#

1

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Estee Lauder Companies.

Deposit Account Number:

#

051315

Authorization to charge additional fees:

Yes

No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

MARY Costello

Name of Person Signing

Mary Costello

Signature

6/12/2000

Date Signed

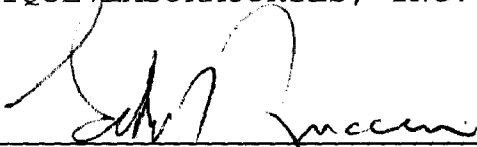
ASSIGNMENT

In consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, **CLINIQUE LABORATORIES, INC.**, a Delaware corporation, whose post office address is 767 Fifth Avenue, New York, New York ("Assignor"), does hereby assign, sell and set over unto **LIPTON INVESTMENTS, INC.**, a Delaware corporation, having its principal offices at 501 Silverside Road, Wilmington, Delaware 19809, all of its right, title and interest in and to the trademark SMUDGESICLE for each and every use in respect of which it shall have been used by Assignor, together with the goodwill of the business symbolized by said trademark, the registration identified below and all rights of any and every nature whatsoever, including the right to sue for past infringement arising out of or relating to the adoption, use or ownership of said trademark.

U.S. Registration No.                      Date of Registration  
2,304,635                                      DECEMBER 28, 1999

Signed this 12TH day of JUNE 2000.

CLINIQUE LABORATORIES, INC.



Name: LIDO L. PUCCINI  
Title: Assistant Secretary

STATE OF NEW YORK  
COUNTY OF NEW YORK

On this 12TH day of JUNE 2000 before me, personally came LIDO L. PUCCINI, to me known and known to me to be the Assistant Secretary of Clinique Laboratories, Inc., the corporation which executed the foregoing Assignment. I further certify that LIDO L. PUCCINI in his/her aforesaid capacity is authorized to execute such document on behalf of said corporation.

  
\_\_\_\_\_  
Notary Public

(Seal)

WILLIAM JELINEK  
Notary Public, State of New York  
No. 02JE5031411  
Certified in New York County  
Commission Expires Aug. 1, 2002