

05-29-1998



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*MIRB 5-27-98*

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  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

Conveyance Type

- Assignment  License
  - Security Agreement  Nunc Pro Tunc Assignment
  - Merger
  - Change of Name
  - Other \_\_\_\_\_
- Effective Date  
Month Day Year  
12 / 1 / 97

Conveying Party

Mark if additional names of conveying parties attached

Name A\_VEDA CORPORATION

Execution Date  
Month Day Year  
11 / 18 / 97

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Minnesota

Receiving Party

Mark if additional names of receiving parties attached

Name Aveda Corporation

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 4000 Pheasant Ridge Drive, Minneapolis, Minnesota

Address (line 2) \_\_\_\_\_

Address (line 3) Minneapolis Minnesota 55449  
City State/Country 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 Delaware

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name Estee Lauder Companies

Address (line 1) 767 Fifth Avenue, New York, New York 10153

Address (line 2) \_\_\_\_\_

Address (line 3) \_\_\_\_\_

Address (line 4) \_\_\_\_\_

**Correspondent Name and Address**

Area Code and Telephone Number 212-572-6798

Name Lesley A. Moradian

Address (line 1) c/o Estee Lauder Companies, 767 Fifth Avenue, New York, N.Y.

Address (line 2) \_\_\_\_\_

Address (line 3) \_\_\_\_\_

Address (line 4) \_\_\_\_\_

**Pages**

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

# 8

**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)

SEE ATTACHED SCHEDULE  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

SEE ATTACHED SCHEDULE  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Number of Properties**

Enter the total number of properties involved.

# 117

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 2,940.00

Method of Payment:

Enclosed

Deposit Account

Deposit Account

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

Deposit Account Number:

# 05-1315

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.

Donna Ruggiero, Legal Assistant

*Donna Ruggiero*

12/10/97

Name of Person Signing

Signature

Date Signed

05/26/1998 09:07:16

01 FC:40  
02 FC:48

***EXHIBIT A***

UNITED STATES REGISTRATIONS

<u>Trademark</u>	<u>Registration No.</u>
ACTIVE COMPOSITION	2062966
AIR-O-SOL	2034644
ALL SENSITIVE	2096884
ARISE	1950964
AROMALOGY	1543168
AVEDA	1999709
AVEDA & Design	1786408
AVEDA Logo	2053584
AVEDA Stylized	1229134
AVEDA BOTANICAL KINETICS	1693912
AVEDA CONCEPT SALON	1716852
AVEDA CONCEPT SALON & Logo	1827669
AVEDA ESTHETIQUE	1446940
AVEDA INSTITUTE HORST EDUCATION CENTER	1815173
AVEDA KEY ELEMENT	2098319
AVEDA KEY ELEMENT & Logo	2098318
AVEDA NATIONAL SHARE PROGRAM	1760362
BALANCING INFUSION	2001465
BEAUTIFYING COMPOSITION	2058479
BIO-MOLECULAR RECOVERY TREATMENT	1968918
BIO-MOLECULAR PERFECTING FLUID	2108014
BRILLIANT	2022121
BUSINESS OF BEING	2048336
CALMING COMPOSITION	2074552
CHAKRA	1968279
CHAKRA II	1411011
COLOR CATALYST	2109944
CONFIXOR	1524100
CREATIVE	1789076
CURRESENCE	1672314
DAILY LIGHT GUARD	1808305
ENERGIZING COMPOSITION	2074556
EQUIPOISE	2109007
ESTHETIQUE	1873431
EUPHORIC	2064443
FIRMATA	1638091
Flower Design	1884533
FULFILLMENT	1787779

<u>Trademark</u>	<u>Registration No.</u>
FUTURITY	1820942
INAVEDA	1995594
INDRA	1586430
IX CHEL	1891895
LAVANDOU	2102225
Leaf Logo	2084981
LIGHT PROTECTION	2074552
MADAGASCAR	2068056
MAXIMUM LASH MASCARA	1892523
MOTIVATION	1578505
OIL-FREE HYDRADERM	2080291
ORGANICA	1765115
ORGANICA	1758577
PEPPYMINT	2060979
PLANT PUREFUME	1924383
PUREAL	1641849
PUREFESSIONAL	2102839
PURE-FUME	1520430
PUREFUME	1877114
PUREFUME BRILLIANT	1711049
PURESCRIPTIONS	1944421
PURESCRIPTIONS	2092000
PURE VITAL	1891579
PURIFYING MIST	2004069
PURIFYING WATER	2004070
SELF CONTROL	2083952
Shakti Designs	1490208
SHAMPURE	1582171
TANTRA	2119877
THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES	2103310
TRANQUILESSENCE	2084977
VALENCIA	2100292
VITAL ELEMENTS	1597043

UNITED STATES APPLICATIONS

<u>Trademark</u>	<u>Application No.</u>
[+]	75/283721'
[-]	75/283668
AGAR	75/234128
AIRMOBILE	75/213686
AMOUR	74/406121
AVEDA PERSONAL BLENDS	75/152837
AVEDA PUREFUMERIE THE ART AND SCIENCE OF PURE PLANT AND FLOWER ESSENCES	74/634337
COLOR MOLECULE LOCK IN SYSTEM	74/725993
COLOR VISCOSITY	75/199791
CREATIVITY	75/357220
CREMOLLIENT	74/671606
DAMAGE CONTROL	75/153517
DOUBLE AGENT	75/153187
ENLIGHTENER	75/111941
ENLIGHTENMENT	75/111940
FIRMING FLUID	
Flower Logo	75/207886
Flower Logo	75/221190
FULL SPECTRUM	75/283663
HERBAL SCIENCE REMEDY	75/223601
HOLDING PATTERN	75/153515
INSPIRITU	75/171583
INTELLIGENT MOLECULES	74/725991
INTUITION	75/192919
LIP SAVER	75/037784
LOVE	75/357223
'LOVE'	75/303079
MASK-HAIR-A	75/340356
MASK.HAIR.A	75/341111
NIGHT NUTRIENTS	75 382532
PERSONAL BLENDS	75/370274
PHOMOLLIENT	75/318094
PSYCHE	75/320587
PURE TALENTS	75/340934
PURESRIPTIONS EARTH VITAL ELEMENTS	74/725992
SCENT SPIRITS	74/688382

**Trademark**

**Application No.**

SEA SCIENCE REMEDY	75/222714
SHADES OF ENLIGHTENMENT	75/104721
SOCIAL SECURITY	74/654546
SUN SOURCE	74/611722
TAKE SHAPE	75/153534
TANTRA	75/215977
TANTRA	75/231211
TANTRA	75/225594
TANTRA	75/357221
TANTRA	75/357222
UD	75/240869
UD	75/240872

ASSIGNMENT

THIS ASSIGNMENT is made this 1st day of December, 1997 by and between A-veda Corporation, a Minnesota corporation ("Assignor") and Aveda Corporation, a Delaware corporation ("Assignee") in connection with the sale of substantially all of Assignor's assets to Assignee pursuant to the terms of that certain Asset and Stock Purchase Agreement dated as of November 18, 1997.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to those trademarks identified on Exhibit A together with all goodwill of the business symbolized by said trademarks and any registrations therefore or applications to register said marks.

With respect to any pending applications identified on Exhibit A, the Commissioner of Patents and Trademarks is requested to issue any Certificates of Registration that may issue therefrom to and in the name of Assignee.

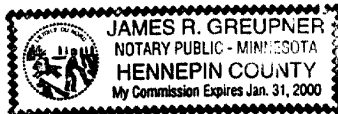
A-VEDA CORPORATION

By [Signature]  
Its Co-President

STATE OF MINNESOTA        )  
  ) ss.  
COUNTY OF HENNEPIN     )

The foregoing instrument was acknowledged before me this 18th day of November, 1997, by Peter Rechelbacher the Co-President of A-veda Corporation, a Minnesota corporation, on behalf of the corporation.

[Signature]  
Notary Public



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RECORDED: 05/27/1998

TRADEMARK  
REEL: 1731 FRAME: 0524