

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
Aramis Inc.		05/19/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Avon Products, Inc.		
Street Address:	1251 Avenue of the Americas		
Internal Address:	Legal Dept.		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10020		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77568955	C-THRU	
CORRESPONDENCE DATA			
Fax Number:	(212)277-2355		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2122772328		
Email:	nhartman@estee.com		
Correspondent Name:	Lesley A Moradian		
Address Line 1:	767 Fifth Avenue		
Address Line 2:	Estee Lauder Legal Dept.		
Address Line 4:	New York, NEW YORK 10153		
ATTORNEY DOCKET NUMBER:	AR/CTHRU US NH		
NAME OF SUBMITTER:	LESLEY A MORADIAN		
Signature:	/lesley a moradian/		

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**TRADEMARK
 REEL: 003989 FRAME: 0507**

Date:

05/19/2009

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK APPLICATION

This Assignment effective as and from April 14, 2009, from Aramis 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 Avon Products, Inc., a corporation organized and existing under the laws of the State of New York, whose address is 1251 Avenue of the Americas, New York, New York 10020 (hereinafter the "ASSIGNEE"):

WITNESSETH THAT


WHEREAS, the Assignor is the owner of all right, title and interest in and to trademark Application No. 77/568955 for C-THRU filed in the United States Patent and Trademark Office on September 12, 2008, 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, application, and registration that may issue from the application identified above, together with the goodwill of the business appertaining to and symbolized by said trademark in the United States, and wishes also to acquire all right, title and interest in and to the said application and registration that may issue from the application for said trademark in the United States;

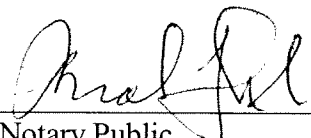
NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor by these presents does hereby sell, transfer, convey and assign unto the Assignee its entire right, title and interest in and to the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

In witness whereof, the Assignor has hereunto executed this instrument this 19th day
of May, 2009.

Aramis Inc.

By: 
Lido Puccini
Senior Vice President

On this 19th day of May 2009, before me personally appeared Lido Puccini, to me known and known to me to be the individual described in and who executed the foregoing instrument, and he duly acknowledged to me that she executed the same for the purposes set forth therein.


Notary Public
My Commission Expires:

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