

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM356042

<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>
Jo Malone Limited		09/22/2015	CORPORATION: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ESTEE LAUDER EUROPE, 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: 11</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2020243	JO MALONE	
<b>Registration Number:</b>	2215533	JO MALONE	
<b>Registration Number:</b>	2335027	JML	
<b>Registration Number:</b>	2626339	154	
<b>Registration Number:</b>	2718217	FRAGRANCE COMBINING	
<b>Registration Number:</b>	2793716	JO MALONE	
<b>Registration Number:</b>	2813978	JO MALONE	
<b>Registration Number:</b>	2913437	JO MALONE	
<b>Registration Number:</b>	3320427	JML	
<b>Registration Number:</b>	3627600	JO MALONE	
<b>Registration Number:</b>	4178655	FRAGRANCE COMBINING	
<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) 277-2322		
<b>Email:</b>	uspto@estee.com		
<b>Correspondent Name:</b>	Rita M. Odin		
<b>Address Line 1:</b>	767 Fifth Avenue		

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<b>Address Line 4:</b>	New York, NEW YORK 10153
<b>ATTORNEY DOCKET NUMBER:</b>	JM/ASSIGNMENT
<b>NAME OF SUBMITTER:</b>	Rita M. Odin
<b>SIGNATURE:</b>	/Rita M. Odin/
<b>DATE SIGNED:</b>	09/23/2015
<b>Total Attachments: 3</b> source=Jo Malone Blanket US Assignment (JML to ELEI)#page1.tif source=Jo Malone Blanket US Assignment (JML to ELEI)#page2.tif source=Jo Malone Blanket US Assignment (JML to ELEI)#page3.tif	

## ASSIGNMENT OF REGISTERED TRADEMARK

This Assignment effective as of June 29, 2015 from JO MALONE LIMITED, a corporation organized and existing under the laws of the United Kingdom, whose address is The Old Imperial Laundry Warriner Gardens London UNITED KINGDOM SW11 4XW (hereinafter the "ASSIGNOR"), to ESTEE LAUDER EUROPE, 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 Registrations shown on the attached "Schedule A" registered in the United States Patent and Trademark Office 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;

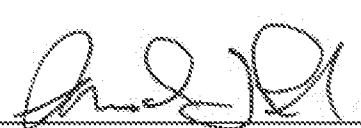
NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor by these presents does hereby sell, transfer, convey and assign unto the Assignee its entire right, title and interest in and to the 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

22<sup>nd</sup> day of Sept., 2015.

By:   
Rita M. Odin  
Director

On this 22<sup>nd</sup> day of Sept., 2015, before me personally appeared Rita M. Odin, 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. 01JO4995662 Qual. in Kings Co.  
Certificate Filed in New York County  
Commission Expires June 4, 2018

SCHEDULE A

<u>Trademark</u>	<u>Reg. No</u>	<u>Reg. Date</u>	<u>Class(es)</u>
JO MALONE	2,020,243	03-DEC-1996	3
JO MALONE	2,215,533	29-DEC-1998	4, 5
JML	2,335,027	28-MAR-2000	3
154	2,626,339	24-SEP-2002	3
FRAGRANCE COMBINING	2,718,217	20-MAY-2003	44
JO MALONE	2,793,716	16-DEC-2003	3
JO MALONE	2,813,978	10-FEB-2004	35, 42
JO MALONE	2,913,437	21-DEC-2004	35
JML	3,320,427	23-OCT-2007	4
JO MALONE	3,627,600	26-MAY-2009	3
FRAGRANCE COMBINING	4,178,655	24-JUL-2012	44