

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM387764

<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>
Estee Lauder Europe, Inc.		06/14/2016	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Jo Malone 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>	2122772322		
<b>Email:</b>	uspto@estee.com		
<b>Correspondent Name:</b>	Rita M. Odin		
<b>Address Line 1:</b>	767 Fifth Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10153		

CH \$290.00 2020243

TRADEMARK

<b>ATTORNEY DOCKET NUMBER:</b>	JM/Blanket Assignment
<b>NAME OF SUBMITTER:</b>	Rita M. Odin
<b>SIGNATURE:</b>	/Rita M. Odin/
<b>DATE SIGNED:</b>	06/14/2016
<b>Total Attachments: 3</b> source=JML Blanket US Assignment (ELEI to JML)#page1.tif source=JML Blanket US Assignment (ELEI to JML)#page2.tif source=JML Blanket US Assignment (ELEI to JML)#page3.tif	

## ASSIGNMENT OF REGISTERED TRADEMARK

This Assignment between 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 "ASSIGNOR"), and JO MALONE 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, Assignor is the owner of those trademarks identified on Exhibit 1 attached hereto and incorporated herein, which are registered in the United States Patent and Trademark Office and all registrations therefor ("Registered Domestic Marks");

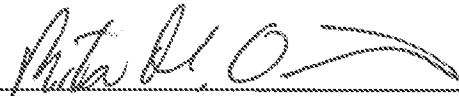
WHEREAS the Registered Domestic Marks shall hereinafter collectively be referred to as the "Intellectual Property";

WHEREAS, pursuant to terms of the Agreement, Assignor has agreed to assign and transfer all of the assets of Assignor to Assignee, including the Intellectual Property;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee and its successors and assigns all of Assignor's right, title and interest in the United States in and to the Intellectual Property, any registration which has been registered with respect thereto, and all goodwill symbolized thereby and associated therewith.

In witness whereof, the Assignor has hereunto executed this instrument this 14<sup>th</sup> day of June, 2016.

ESTEE LAUDER EUROPE, INC

By:   
Rita M. Odin  
Vice President and Trademark Counsel

On this 14<sup>th</sup> day of June, 2016, 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, 20 18

## EXHIBIT 1

## Registered Domestic Marks

<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