

**TRADEMARK & PATENT COUNSELORS OF AMERICA, P.C.**

11/20/98

COMPRISING THE LAW OFFICE OF MARK I. PEROFF

915 Broadway New York, NY 10010-7108

Tel: (212) 387-0247 Fax: (212) 387-0167

E-mail: trademark@tmcounselors.com

Mark I. Peroff  
Keith E. Danish  
Lloyd Parodneck  
Michael J. Brown  
Irving M. Fishman

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11-25-1998



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*Of counsel:*  
Stephen N. Dratch  
Freema Gluck

November 20, 1998

**RECORDATION FORM COVER SHEET - TRADEMARKS**

**FOR CORRECTION PURPOSES ONLY - REEL/FRAME 1284 0111**  
**NOT FOR RE-RECORDAL**

Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington VA 22202-3513

Attn: BOX ASSIGNMENTS FEE

Re: Recordal of Assignment  
Assignor: GALE HAYMAN, INC.  
Assignee: LA PARFUMERIE, INC.  
Reg. No. 1,897,255 YOUTH-LIFT  
Our ref.: 299.800

Express Mail™ mailing label number ELO44836110US  
Date of Deposit 11/20/98

I hereby certify that this paper or fee is being deposited with the United Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Commissioner of Patents and Trademarks, Washington, D.C. 20231

BETTY COLLINS  
Betty Collins  
(Signature of person mailing paper or fee)

Sir:

Please record the attached original documents or copy thereof:

1. Name of conveying party(ies):

GALE HAYMAN, INC., a corporation organized and existing under the laws of the State of California.

2. Name and address of receiving party(ies):

LA PARFUMERIE, INC., a corporation organized and existing under the laws of the State of Delaware, located and doing business at 750 Lexington Avenue, New York, New York 10022.

3. Nature of conveyance:

11/24/1998 DMGUYEN 00000179 1897255

01 FC:481

40.00 DP

Assignment

Date of execution: November 21, 1994

4. Trademark Application/Registration Numbers:

Reg. No. 1,897,255 **YOUTH-LIFT**

5. Please address all correspondence in this matter to:

Mark I. Peroff  
Trademark & Patent Counselors of America, P.C.  
915 Broadway - 19th Floor  
New York, New York 10010  
(212) 387-0247

6. Total number of applications and registrations involved: 1

7. Total fee enclosed: \$40.00

8. Also enclosed is Certificate of Express Mail label No. EL044836110US, and an acknowledgment postcard.

9. 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.

Sincerely,



Lloyd Parodneck

LP:jfb  
Enclosures

Total number of pages comprising cover sheet: 2

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

# 40 - 481  
# 395 - 480

Tab settings 0 0 0 0

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies)

Gale Hayman, Inc.

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other

Additional name(s) of conveying party(ies) attached?  Yes  No

ii. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: November 21, 1994

2. Name and address of receiving party(ies)

Name: La Perfumerie, Inc.

Internal Address:

Street Address: 555 Madison Avenue 20th

City: New York State: NY ZIP: 10022

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached?  Yes  No

3. Application number(s) or patent number(s):

A. Trademark Application No.(s)

74/514912 74/570503  
74/299499

B. Trademark Registration No.(s)

1480363 1523096 1608591  
1647945 1617270 1672939  
1497350 1594813 1670710  
1816582 1761947

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Suzanne H. O'Connor, Ph.D.

Internal Address: Mayer, Brown & Platt

Street Address: 190 South LaSalle

City: Chicago State: IL ZIP: 60603

6. Total number of applications and registrations involved: 14

7. Total fee (37 CFR 3.41).....\$ 365.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

090 BA 02/13/95 74514912  
090 BA 02/13/95 74514912

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481 40.00 CK  
482 325.00 CK

9. 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.

Suzanne H. O'Connor, Ph.D.  
Name of Person Signing

*Suzanne H. O'Connor Ph.D.*  
Signature

January 20, 1995  
Date

Total number of pages including cover sheet, attachments, and document 6

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

TRADEMARK

REEL: 1818 FRAME: 0279

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS is made as of the 21st day of November, 1994, by GALE HAYMAN, INC., a California corporation, to LA PARFUMERIE, INC., a Delaware corporation. Capitalized terms use herein and not otherwise defined herein shall have the meaning set forth or referenced in the Purchase Agreement (as defined below).

W I T N E S S E T H

WHEREAS, GALE HAYMAN, INC., a California corporation (the "Assignor"), is the owner of certain trademarks registered or for which applications therefor are pending in the United States Patent and Trademark Office as set forth in Schedule A hereto (collectively, the "Trademarks");

WHEREAS, LA PARFUMERIE, INC., a Delaware corporation (the "Assignee"), as the Buyer under that certain Asset Purchase Agreement, dated as of November 21, 1994 (the "Purchase Agreement"), by and among Gale Hayman, the Assignor, and the Assignee, is desirous of acquiring all of Assignor's right, title and interest in, to and under said Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor hereby assigns to the Assignee all of the Assignor's right, title and interest throughout the world in, to and under said Trademarks (including, without limitation, all proceeds thereof and the right to sue for past, present and future infringements), together with the goodwill of the business symbolized thereby and the registrations and applications thereof.

This Assignment of Trademarks is executed in supplement to, and not in limitation of, the Purchase Agreement.

IN WITNESS WHEREOF, the Assignor has caused this document to be executed this 21st day of November, 1994.

GALE HAYMAN, INC.

By: *Gale Hayman*  
Name: Gale Hayman  
Title: President

TRADEMARK  
REF | 284, FRAME | 12

STATE OF NEW YORK )  
 ) ss.:  
COUNTY OF NEW YORK )

On this 21st day of November, 1994, personally appeared Gale Hayman to me known and known to me to be the President of Gale Hayman, Inc., the Assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of said Assignor and pursuant to authority duly received.

Catherine M. Sforza  
Notary Public

CATHERINE M. SFORZA  
Notary Public, State of New York  
No. 41-4964298  
Qualified in Queens County  
Commission Expires April 2, 1996

TRADEMARK

REEL 1284 FRAME 113

36103625

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REEL: 1818 FRAME: 0281

Schedule A

REEL 1284, FRAME 14

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REEL: 1818 FRAME: 0282

DALE HAYMAN U.S. REGISTRATIONS  
AS OF OCTOBER 6, 1994

<u>DOCKET</u>	<u>CLASS</u>	<u>MARK</u>	<u>REG#</u>	<u>ISSUED</u>	<u>CLASS(ES)</u>
01001UST	1	DALE HAYMAN BEVERLY HILLS	1460363	880315	3, 21
01001UST1	1	DALE HAYMAN BEVERLY HILLS	1667048	910618	9, 16, 18, 25
01002UST	1	OH (STYLIZED) & DESIGN	1497350	880726	3, 21
01003UST	0	LEOPARD COMPOSITE PACKAGE DESIGN	1525070	890207	3, 21
01010UST	1	SUNSET BOULEVARD	1617270	901016	3
01014UST	1	LINE-LIFT TREATMENT	1594813	900508	3
01014UST1	1	LINE-LIFT	1616582	940116	3
01016UST	1	BEVERLY HILLS SKIN CARE INSTITUTE	SR 1606591	900731	3
01024UST	1	COLOGNE BOTTLE DESIGN	1672939	920121	3
01023UST	1	PERFUME BOTTLE DESIGN	1670710	911231	3
01091UST	1	LIP LIFT	1761949	930330	3

GALE KAYMAN U.S. APPLICATIONS  
AS OF OCTOBER 6, 1994

CLASS	MARK	S/N	FILED	CLASSIFIED
I	ROCKEY	514912	940415	3
P	YOUTH-LIST	299499	920729	3
P	DELICIOUS	570503	940907	3

DELICIOUS BEVERLY HILLS GALE KAYMAN BEVERLY HILLS (STYLIZED)

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