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08-18-1999



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1 SHEET
.YU.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Honorable Commissioner of

attached original documents or copy thereof.

1. Name of conveying party(ies):

Stanislas Regniault

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☐ Corporation-State
☒ Other Citizen of Switzerland

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

3. Nature of conveyance:

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

Execution Date: August 9, 1999

2. Name and address of receiving party(ies)

Name: Parfums Christian Dior, S.A.

Internal Address:

Street Address: 33 Avenue Hoche

City: Paris State: France ZIP: 75008

- ☐ Individual(s) citizenship
☐ Association
☐ General Partnership
☐ Limited Partnership
☐ Corporation-State
☒ Other Corporation of France

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

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

A. Trademark Application No.(s)

Serial No. 75/378164

B. Trademark Registration No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Jeffrey C. Katz, Esq.

Internal Address: DAVIS & GILBERT LLP

Street Address: 1740 Broadway

City: New York State: NY ZIP: 10019

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

☒ Enclosed☐ Authorized to be charged to deposit account

8. Deposit account number:

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

08/18/1999 NTHA11 00000099 75378164

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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.

Mary M. Luria, Esq.

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments, and document: 5

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments

Exp. Mail Cert. No. EI828382385US

Washington, D.C. 20231

TRADEMARK
REEL: 001944 FRAME: 0223

ASSIGNMENT

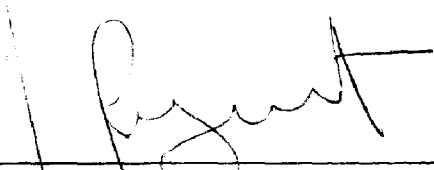
WHEREAS, STANISLAS REGNIAULT, a citizen of Switzerland located at 27, Avenue des Figuiers, 1007 Lausanne, Switzerland (hereinafter "Assignor"), is the owner of the mark listed below which is the subject of an application for registration in the United States Patent and Trademark Office:

WHEREAS, PARFUMS CHRISTIAN DIOR, S.A., a corporation of France with its principal place of business at 33 Avenue Hoche, 75008 Paris, France (hereinafter "Assignee"), is desirous of acquiring said mark and said application thereof.

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
J'ADORE	75/378164	October 23, 1997

THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest throughout the world in and to said mark, together with the goodwill of the business symbolized by the mark, and the application thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said mark or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed to be effective as of the 9 day of August 1999.



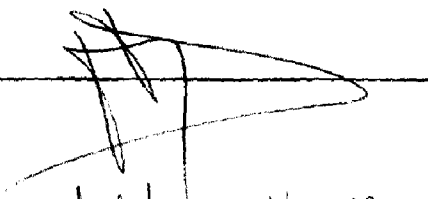
Stanislas Regniault

APPOINTMENT OF DOMESTIC REPRESENTATIVE

The undersigned hereby appoints, jointly and severally, DAVIS & GILBERT LLP, and members and associates of that firm who are members of the Bar of the State of New York, having their offices at 1740 Broadway, New York, New York 10019, as applicant's representative upon whom notices of process in proceedings affecting the mark may be served.

PARFUMS CHRISTIAN DIOR, S.A.

Name:
Title:



Hadelaine VENDEUIL-DENISE
Legal Manager

Date: August 9, 1999