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09-15-1999

DEPARTMENT OF COMMERCE
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09-08-1999



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Documents or copy hereof.

U.S. Patent & TMO's/TM Mail Rpt Dt. #40 Commissioner of Patents and Trademarks

1. Name of conveying party(ies): Med
Conopco, Inc. dba Elizabeth Arden Co. 9/8/99

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State New York
 Other _____

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

2. Name and address of receiving party(ies):
Name: P.I. Fashion B.V.
Address: _____
Hoogooddreef 54e,
1001 BE Amsterdam, Zuidoost, Netherlands

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Netherlands
 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) & addresses attached?
 Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: August 3, 1999

4. Application number(s) or registration number(s):
A. Trademark Application No.(s) 75/286,807
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: Lawrence E. Apolzon
Internal Address: Fross Zelnick Lehrman & Zissu, P.C.
Street Address: 866 United Nations Plaza
City: New York State: NY Zip: 10017

6. Total number of applications and registration involved:..... 1

7. Total fee (37 CFR 3.41) \$ 40.00
 Enclosed
 Authorized to be charged to deposit account
(Only if total fee is not sufficient)

8. Deposit account number:
23-0825-0576900

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

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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.

Lawrence E. Apolzon [Signature] 9/8/99
Name of Person Signing Signature Date

Total number of pages comprising cover sheet: _____

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: P.I. Fashion B.V.
(by assignment from Conopco, Inc.)

Serial No: 75/286,807

Filing Date: May 2, 1997

Mark: JAKO

Class: 3

Our Ref: PIF-99/05483

Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513

APPOINTMENT OF DOMESTIC REPRESENTATIVE

P.I FASHION B.V., a company organized and existing under the laws of the Netherlands, located at Hoogooddreef 54c, 1001 BE Amsterdam, Zuidopst, Netherlands, the proprietor of the above-identified trademark application, hereby appoints the firm Fross Zelnick Lehrman & Zissu, P.C., attorneys at law, of 866 United Nations Plaza, New York, New York 10017 (telephone 212-813-5900), its attorneys and representative upon whom notices or process in proceedings affecting the above-identified mark may be served.

P.I. FASHION B.V.

By:  _____

Name: Albert KAUFMANN

Title: Director

Date of Signature: August 25, 1999

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ASSIGNMENT

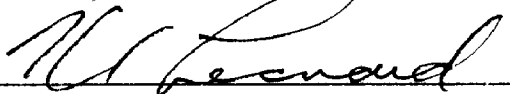
WHEREAS, CONOPCO, INC. dba Elizabeth Arden Co., a corporation organized and existing under the laws of the State of New York, located at 390 Park Avenue, New York, New York 10022 ("**Assignor**"), is the owner of the following trademark now pending in the United States Patent and Trademark Office, which was originally filed under Section 1(b) of the U.S. Trademark Act, and for which a verified Statement of Use has now been filed:

<u>Trademark</u>	<u>Serial. No.</u>	<u>Filing Date</u>
JAKO	75/286,807	May 2, 1997

and WHEREAS, P.I. FASHION B.V., a company organized and existing under the laws of the Netherlands, located at Hoogooddreef 54e, 1001 BE Amsterdam, Zuidoost, Netherlands ("**Assignee**"), is desirous of acquiring said trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said trademark, together with the goodwill of the business symbolized by said trademark and the above-named application therefor, and with all claims arising out of or relating to the use or ownership of said mark.

CONOPCO, INC. dba Elizabeth Arden Co.

By: 

Name: Kenneth C. Leonard

Title: ASST. SECY.

Date of Signature Aug. 3, 1999