

01-28-2000



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Conveying Party Mark if additional names of conveying parties attached

Name Execution Date
Month Day Year

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

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Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

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01/27/2000 VBROWN 00000079 1998015
01 FC:481 **40.00 DP**

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Address (line 1)

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Name

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Trademark Application Number(s)			Registration Number(s)		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,998,019"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Number of Properties Enter the total number of properties involved. #

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

Authorization to charge additional fees: Yes No

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. Charges to deposit account are authorized, as indicated herein.

Lisa N. Kaufman
Name of Person Signing


Signature

12/24/99
Date Signed

Transitm

TRANSACTION

Between the following Companies :

- **KEMON S.p.A.**, with registered office in San Giustino (PG) Italy, Via Mattei 35, registered at the Court of Perugia Company Register No. 4603, VAT registration number 00237580543, in this document represented by Managing Director-Legal Representative Mr. Giuliano Nocentini, born in San Giustino on 15 October 1949 and carrying out this task at the registered office, heretofore is referred to in the following document as "KEMON"

AND

- **INTERNATIONAL TRADE MARKS S.A.**, with office in Luxembourg, 28 boulevard Joseph II, registered in the Court of Luxembourg Commercial Registry No. B44772, heretofore is referred to in the present document as "ITM"

GIVEN THAT

On 19 November 1993, KEMON stipulated the termination of the following brands with ITM:

- **No. MI92C/007112 of 16 October 1992 Cramer Italy**
- **No. 10951D/93 of 11 May 1993 Cramer International**

having two intertwined and opposed C's as its logo

On 6 June 1996 KEMON and ITM, both brought to court by CHANEL S.A. with offices in Neuilly Sur Seine Cedex France, 135 Avenue Charles De Gaulle, stipulated an agreement with CHANEL which gives CHANEL exclusive rights to brand No. 339.124 and No. 426.432, of which it is owner.

KEMON and ITM have furthermore undertaken to respectively renounce the Cramer brands in their possession, having two intertwined and opposed C's as its logo, since they could be mistaken for CHANEL-owned brands.

On 20 June 1996 ITM asked KEMON to find a solution for compensation regarding damages it incurred due to the agreement with CHANEL.

On 13 September 1996 KEMON proposed the termination of other brands owned by ITM.

On 15 October 1996 ITM accepted KEMON's proposal.

THAT STATED, WE AGREE UPON THE FOLLOWING

Art. 1. The premise is an integral part of the present agreement.

Art. 2. KEMON, in substitution of the Cramer brands previously released to ITM, sells and transfers to the same the ownership of the following brands :

- | | | | |
|--------------------|---------------------|-----------|---------------|
| • Reg. No. 1998019 | of 3 September 1996 | ACTYVA | U.S.A. |
| • Reg. No. 580494 | of March 1993 | ACTYVA | Australia |
| • Reg. No. 413703 | of 18 June 1993 | ACTYVA | Canada |
| • Reg. No. 368455 | of 7 March 1979 | CRAMER | Italy |
| • Reg. No. 534869 | of 7 April 1989 | CRAMER | International |
| • Reg. No. 572692 | of 2 October 1989 | LIDING | Italy |
| • Reg. No. 486818 | of 18 November 1986 | SOLFINE | Italy |
| • Reg. No. 368318 | of 25 February 1987 | SOLFINE | Canada |
| • Reg. No. 557450 | of 14 June 1989 | NATURETTE | Italy |

San Giustino, 20 October 1996

KEMON S.p.A.

INTERNATIONAL TRADE MARKS S.A.
