

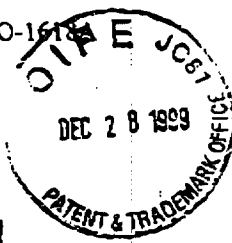
FORM PTO-1613  
Expires 03/30/99  
OMB 0651-0027

07-21-2000

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK



101389524



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TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

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- New
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- Correction of PTO Error  
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Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year  
\_\_\_\_\_
- Merger
- Change of Name
- Other \_\_\_\_\_

Conveying Party

Mark if additional names of conveying parties attached

Name Kemon S p A Execution Date  
Month Day Year  
10 20 96

- Formerly \_\_\_\_\_
- Individual  General Partnership  Limited Partnership  Corporation  Association
  - Other \_\_\_\_\_
  - Citizenship/State of Incorporation/Organization Italy

Receiving Party

Mark if additional names of receiving parties attached

Name International Trade Marks S.A.

- DBA/AKATA \_\_\_\_\_
- Composed of \_\_\_\_\_
- Address (line 1) 28 Boulevard Joseph II
- Address (line 2) \_\_\_\_\_
- Address (line 3) \_\_\_\_\_ Luxembourg \_\_\_\_\_  
City State/Country Zip Code
- Individual  General Partnership  Limited Partnership  Corporation  Association
  - Other \_\_\_\_\_
  - Citizenship/State of Incorporation/Organization Luxembourg

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12-28-99

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FORM PTO-1618B  
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U.S. Department of Commerce  
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**TRADEMARK**

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

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**Correspondent Name and Address**

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Name

Address (line 1)

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Address (line 3)

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**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
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<input type="text"/>	<input type="text"/>	<input type="text"/>

Registration Number(s)

<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"/>

**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

12/28/99

Date Signed

Transim

**TRANSAZIONE**

Tra le Società :

- KEMON S.p.A., con sede legale in San Giustino (PG) Italia, Via Mattei 35, iscritta al Registro Società presso il Tribunale di Perugia al N° 4603, partita Iva 00237580543, in questo atto rappresentata dall'Amministratore Delegato-Legale Rappresentante Signor Giuliano Nocentini, nato a San Giustino il 15 Ottobre 1949, domiciliato per la carica presso la sede sociale, nel seguito del seguente atto denominata "KEMON"

E

- INTERNATIONAL TRADE MARKS S.A., con sede in Lussemburgo, 28 boulevard Joseph II, iscritta al N° B44772 del Registro Commerciale presso il Tribunale di Lussemburgo, nel seguito del presente atto denominata "ITM"

**PREMESSO CHE**

In data 19 Novembre 1993, KEMON ha stipulato con ITM la cessione dei marchi :

- |                   |                     |                       |
|-------------------|---------------------|-----------------------|
| • N° M192C/007112 | del 16 Ottobre 1992 | Cramer Italia         |
| • N° 10951D/93    | dell'11 Maggio 1993 | Cramer Internazionale |

aventi per oggetto due C opposte ed incrociate

In data 6 Giugno 1996 KEMON ed ITM, entrambe convenute in giudizio dalla Società CHANEL S.A., con sede in Neuilly Sur Seine Cedex Francia, 135 Avenue Charles De Gaulle, hanno stipulato con quest'ultima una transazione che riconosce a CHANEL il diritto di esclusiva sui marchi N° 339.124 e N° 426.432, di cui è proprietaria.

KEMON e ITM si sono inoltre impegnate a rinunciare rispettivamente ai marchi Cramer in loro possesso, aventi per oggetto due C opposte ed incrociate, in quanto confondibili con i marchi di proprietà della CHANEL.

In data 20 Giugno 1996 ITM ha richiesto al KEMON di trovare una soluzione per compensare del danno subito a causa della transazione con CHANEL.

In data 13 Settembre 1996 KEMON ha proposto ad ITM la cessione di altri marchi di cui è proprietaria.

In data 15 Ottobre 1996 ITM ha accettato la proposta di KEMON.

**TUTTO CIO' PREMESSO SI CONVIENE QUANTO SEGUE**

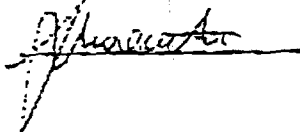
Art. 1. Le premesse fanno parte integrante della presente transazione.

Art. 2. KEMON, in sostituzione dei marchi Cramer precedentemente ceduti alla ITM, vende e trasferisce alla stessa la proprietà dei seguenti marchi :

• Reg. N° 1998019	del 3 Settembre 1996	ACTYVA	U.S.A.
• Reg. N° 580494	del Marzo 1993	ACTYVA	Australia
• Reg. N° 413703	del 18 Giugno 1993	ACTYVA	Canada
• Reg. N° 368455	del 7 Marzo 1979	CRAMER	Italia
• Reg. N° 534869	del 7 Aprile 1989	CRAMER	Internazionale
• Reg. N° 572692	del 2 Ottobre 1989	LIDING	Italia
• Reg. N° 485818	del 18 Novembre 1986	SOLFINE	Italia
• Reg. N° 368318	del 25 Febbraio 1987	SOLFINE	Canada
• Reg. N° 557450	del 14 Giugno 1989	NATURETTE	Italia

San Giustino, 20 Ottobre 1996

KEMON S.p.A.



INTERNATIONAL TRADE MARKS S.A.



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**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.