



FORM T-0-159
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U.S. Patent & TMO/TM Mail Rcpt Dt. #61

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DEPARTMENT OF COMMERCE
Patent and Trademark Office

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To the Assistant Commissioner for Trademarks: Please record the attached original _____ or copy thereof.

1. Name of conveying party(ies):
Norell Perfumes, Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation
 Other _____

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

2. Name and address of receiving party(ies):
Name: GPC Sales, Inc.
Internal Address: d/b/a Five Star Fragrance Company
Street Address: 1095 Long Island Avenue
City: Deer Park State: NY ZIP: 11729

Individual(s) citizenship
 Association
 Limited Partnership
 Corporation - New York

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

Execution Date: 05/09/2000

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

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)

B. Trademark No.(s) 1,600,224

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: George W Hoover
Internal Address:
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
Street Address: 12400 Wilshire Boulevard
Seventh Floor
City: Los Angeles State: CA ZIP: 90025

6. Total number of applications and trademarks involved: 1

7. Total fee (37 CFR 3.41)\$ 40.00
 Enclosed
 Authorized to charged to deposit account

8. Deposit account number:
02-2666

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

DO NOT USE THIS SPACE

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.

George W Hoover June 12, 2000
Name of Person Signing Signature Date

Attny Dkt No. 003054.T008 Total number of pages including cover sheet: 2
Express Mail Receipt No. EM560426151US

07/13/2000 DMGLIYEN 00000197 1600224
01 FC:481 40.00 DP

TRADEMARK
REEL: 002100 FRAME: 0724

ASSIGNMENT OF TRADEMARK AND TRADEMARK REGISTRATION

WHEREAS, Norell Perfumes, Inc., having a business address of 767 Fifth Avenue, New York, New York 10153 (hereinafter called the "Assignor"), is the former owner of the trademark ELEGANT for bath powder, body lotion, body crème and bathing gel in International Class 3 and the registration therefor, namely U.S. Registration Number 1,600,224 dated June 12, 1990 (hereinafter the "Mark" and the "Registration", respectively) ; and

WHEREAS, pursuant to that certain Asset Purchase Agreement dated May 30, 1997, Assignor assigned to GPC Sales, Inc., d/b/a Five Star Fragrance Company, a New York corporation having a principal address at 1095 Long Island Avenue, Deer Park, New York 11729 (hereinafter called the "Assignee") the entire right, title and interest in and to the Mark together with the goodwill of the business pertaining thereto, and the Registration; and

WHEREAS, the parties wish to record such prior assignment in the United States Patent and Trademark Office.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which Assignor hereby acknowledges, Assignor does hereby sell, assign and transfer unto the Assignee, nunc pro tunc as of May 30, 1997, its entire right, title and interest in and to the Mark, together with the goodwill of the business pertaining thereto, and the Registration.

IN WITNESS WHEREOF, Assignor has executed this document on the 9th day of

May, 2000.

NORELL PERFUMES, INC.



Arch M. Ahern

Title: ASSISTANT SECRETARY