

09-25-2000

9-11 00

TRADEMARK

Docket No. 3921-4006, 4007 & 4008



IN THE

101469281

TRADEMARK OFFICE

TRADEMARK RECORDATION COVER SHEET

DIRECTOR OF UNITED STATES PATENT AND TRADEMARK OFFICE  
BOX ASSIGNMENTS  
Washington, D.C. 20231

Sir:

Please record the attached original documents or copies thereof.

1. Submission Type:

- New
- Resubmission (Non-Recordation) – Document ID# \_\_\_\_\_
- Correction of PTO Error: Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document: Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

2. Name Of Conveying Party(ies):

Name: **Sephora**

Formerly \_\_\_\_\_

Execution Date (Month/Day/Year) **April 12, 2000**

- Individual(s)
- General Partnership
- Corporation
- Association
- Limited Partnership
- Other: **Societe Anonyme**

Citizenship/State of Incorporation: **France**

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

75394577

3. Name and address of receiving party(ies):

Name: **Sephora Holding**

DBA/AKA/TA: \_\_\_\_\_

Address: **80 rue Taitbout**

City: **Paris** Country: **France** Zip: **75009**

- Individual(s) \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation- \_\_\_\_\_
- Other : **Societe Anonyme**

Citizenship/State of Incorporation: **France**

09/25/2000 DNGUYEN 00000231 75394577

01 FC:401 40.00 DP  
02 FC:402 546422\_1 50.00 DP

Repl'n. Ref: 09/25/2000 DNGUYEN 0019012000  
DMM: 134500 Name/Number: 75394577 \$30.00 CR  
FC: 704

TRADEMARK  
REEL: 002145 FRAME: 0205

If assignee is not domiciled in the U.S., a domestic representative designation is attached:  Yes  No  
(Designation must be a separate document from Assignment).

Additional name(s) & address(es) attached?  Yes  No

4. Conveyance Type:

- Assignment
- Security Agreement
- License
- Other
- Merger
- Change of Name
- Nunc Pro Tunc Assignment

Effective Date: \_\_\_\_\_ (if nunc pro tunc assignment)

5. Application Number(s) and marks or Registration Number(s) and marks:

- Trademark Application No.(s) 75/394,577 (Mark: SEPHORA)
- Trademark Application No.(s) 75/394,578 (Mark: SEPHORA & Design)
- Trademark registration No.(s) 2,246,986 (Mark: SEPHORA LA NUIT DU PARFUM & Design)

Additional numbers attached?  Yes  No

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

Name: Maren Coburn c/o Morgan & Finnegan L.L.P.

Internal Address: \_\_\_\_\_

Street Address: 345 Park Avenue

City New York State New York ZIP 10154

Area Code and Telephone Number (212) 415-8777

7. Total number of applications and registrations involved: 3

8. Total fee (37 CFR 3.41):.....\$ 120.00

- Enclosed
- Authorized to be charged to deposit account



**CONFIRMATORY ASSIGNMENT**

Daniel Richard, former Chairman of SEPHORA, formerly a societe anonyme organized under the laws of France, with an address at Orléans-Charbonnière, 1 route de Boigny, Boigny-sur-Bionne, France 45760, and present Chairman of SEPHORA HOLDING, a societe anonyme organized under the Laws of France, whose business address is 80 rue Taitbout, 75009 Paris, France, and hereby confirms :

1. In his capacity as former Chairman of SEPHORA and present Chairman of SEPHORA HOLDING, he has knowledge of the statements made herein and authority to sign this document;
2. SEPHORA HOLDING has assumed the rights and responsibilities of the former, and now inactive, SEPHORA;
3. SEPHORA's entire right, title and interest in and to the trademarks listed in the attached Schedule A, the registrations therefore, the applications to register the trademarks, the good will of the business connected with the use of and symbolized by the trademarks and the right to sue for any past infringement and recover damages and profits related thereto were duly assigned and transferred to SEPHORA HOLDING.

In witness whereof, this document is executed as indicated below.

SEPHORA, NOW OPERATING AS SEPHORA HOLDING

Dated : \_\_\_\_\_, 2000

STATE OF \_\_\_\_\_ )

COUNTY OF \_\_\_\_\_ ) S.S.:

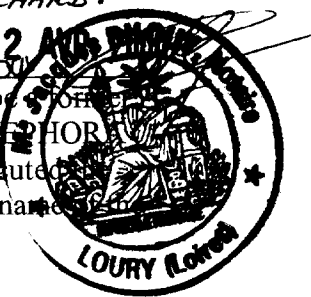
By: Daniel Richard

Title :

*[Handwritten Signature]*

Le soussigné M<sup>e</sup> Jacques RHOUY  
 Notaire à Loury (Loiret), certifie  
 exactes les signatures apposées  
 ci-contre de : Monsieur Daniel  
 RICHARD.

On the 12th day of April 2000 before me, Jacques RHOUY  
 personally appeared Daniel Richard, who acknowledged himself to be former  
 officer of SEPHORA, formerly a French societe anonyme, and current officer of SEPHORA  
 HOLDING, a French societe anonyme, and that he being authorized to do so, executed  
 above Confirmatory Assignment for the purpose therein contained, by signing the name of  
 corporation by himself as an officer.



IN WITNESS THEREOF, I hereunto set my hand and Official seal.

**SCHEDULE A**

MARK: SEPHORA LA NUIT DU PARFUM and Design  
REGISTRATION NO. 2,246,986  
REGISTRATION DATE: May 25, 1999  
INT'L CLASS: 3

MARK: SEPHORA  
SERIAL NO. 75-394,577  
FILED: November 21, 1997  
INT'L CLASS: 3, 35, 38, 42

MARK: SEPHORA and Design  
SERIAL NO. 75-394,578  
FILED: November 21, 1997  
INT'L CLASS: 3, 35, 38, 42

**Registrant** : Sephora Holding  
**Mark** : SEPHORA LA NUIT DU PARFUM and Design  
**Class** : 3  
**Registration No.** : 2,246,986  
**Issue Date** : May 25, 1999

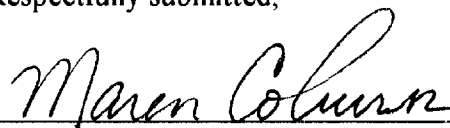
**NOTICE OF SUBSTITUTE DESIGNATION OF DOMESTIC REPRESENTATIVE**

MORGAN & FINNEGAN, LLP, whose postal address is 345 Park Avenue, New York, New York 10154, is designated Registrant's representative, upon whom notice or process in proceedings affecting the mark may be served.

Respectfully submitted,

Dated: September 8, 2000  
New York, NY

By:



David H. T. Kane

Kathleen E. McCarthy

Maren Coburn

**MORGAN & FINNEGAN, L.L.P.**

345 Park Avenue

New York, NY 10154

Tel.(212) 758-4800

Fax.(212) 751-6849

Attorneys for Registrant  
*Sephora Holding*

**Applicant** : Sephora Holding  
**Mark** : SEPHORA and Design  
**Classes** : 3, 35, 38 & 42  
**Serial No.** : 75/394,578  
**Filing Date** : November 21, 1997

**NOTICE OF SUBSTITUTE DESIGNATION OF DOMESTIC REPRESENTATIVE**

MORGAN & FINNEGAN, LLP, whose postal address is 345 Park Avenue, New York, New York 10154, is designated Applicant's representative, upon whom notice or process in proceedings affecting the mark may be served.

Respectfully submitted,

Dated: September 8, 2000  
New York, NY

By:



David H. T. Kane  
Kathleen E. McCarthy  
Maren Coburn  
**MORGAN & FINNEGAN, L.L.P.**  
345 Park Avenue  
New York, NY 10154  
Tel.(212) 758-4800  
Fax.(212) 751-6849

Attorneys for Applicant  
*Sephora Holding*

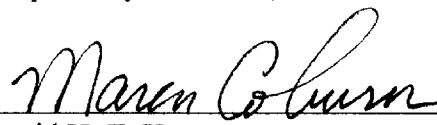
**Applicant** : Sephora Holding  
**Mark** : SEPHORA  
**Classes** : 3, 35, 38 & 42  
**Serial No.** : 75/394,577  
**Filing Date** : November 21, 1997

**NOTICE OF SUBSTITUTE DESIGNATION OF DOMESTIC REPRESENTATIVE**

MORGAN & FINNEGAN, LLP, whose postal address is 345 Park Avenue, New York, New York 10154, is designated Applicant's representative, upon whom notice or process in proceedings affecting the mark may be served.

Respectfully submitted,

Dated: September 8, 2000  
New York, NY

By:   
David H. T. Kane  
Kathleen E. McCarthy  
Maren Coburn  
**MORGAN & FINNEGAN, L.L.P.**  
345 Park Avenue  
New York, NY 10154  
Tel.(212) 758-4800  
Fax.(212) 751-6849

Attorneys for Applicant  
*Sephora Holding*