

09-25-2000

FORM PTO-1595  
1-31-92

RECOF



U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

**TRAI**

101469621

9-11-00

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
 NORELL PERFUMES, INC.

\_\_\_\_ 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: 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 - State New York  
 \_\_\_\_ Other \_\_\_\_\_

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

Execution Date: 07/26/2000

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)

Additional numbers attached? \_\_\_\_ Yes  No

901,649  
1,467,901

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: 2  
 7. Total fee (37 CFR 3.41)..... \$ 65  
 Enclosed  
 \_\_\_\_ Authorized to be 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

09/25/2000 MTHAI1 00000056 901649  
 01 FC:481 40.00 OP  
 02 FC:482 25.00 OP

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                      September 6, 2000  
 Name of Person Signing                      Signature                      Date

Total number of pages including cover sheet: 2  
 Attny Dkt No. 003054.T007USA3A/3B

# ASSIGNMENT OF TRADEMARKS AND TRADEMARK REGISTRATIONS

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 trademarks NORELL for perfume and toilet water in International Class 3 and the registration therefor, namely U.S. Registration Number 901,649 dated October 27, 1970 and renewed December 12, 1990; and NORELL for perfume, cologne, body crème and lotion, bath powder and bath soap in International Class 3 and the registration therefor, namely U.S. Registration Number 1,467,901 dated December 8, 1987 (hereinafter the "Marks" and the "Registrations", 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 Marks together with the goodwill of the business pertaining thereto, and the Registrations; 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 Marks, together with the goodwill of the business pertaining thereto, and the Registrations.

IN WITNESS WHEREOF, Assignor has executed this document on the 26<sup>th</sup> day of July, 2000.

NORELL PERFUMES, INC.



Name: Annamarie DellaFave

Title: Assistant Secretary

003054.T007

RECORDED: 09/11/2000

TRADEMARK  
REEL: 002145 FRAME: 0523