

01-30-2001

FORM PTO-1594

REC



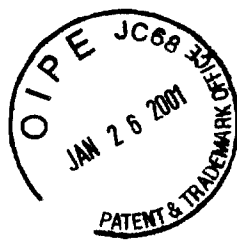
U.S. Department of Commerce
Patent and Trademark Office
Attorney Docket No. 1314.1840

101598415

To the Honorable Commissioner of Patents and

1. Name(s) of conveying party(ies):
Agora Cosmetics, Inc. (Corporation)
Francois Nars (Individual)

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



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

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other:

Execution Date: May 17, 2000

2. Name(s) and address(es) of receiving party(ies):

Name: Nars Cosmetics, Inc.

Address: 580 Broadway
New York, New York 10012

- Individual(s) [Identify Country of citizenship]
- Association [Identify country/state]
- General Partnership [Identify country/state]
- Limited Partnership [Identify country/state]
- Corporation (Delaware)
- Other: [Identify type of entity and country/state]

If assignee is not domiciled in the United States, a domestic representative is attached: Yes No

(Designation 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 Number(s):

75/332,834

B. Trademark Registration Number(s):

2,250,695

Additional numbers attached? Yes No

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

Name: Christopher P. Foley, Esq.

Address: FINNEGAN, HENDERSON, FARABOW,
GARRETT & DUNNER, L.L.P.
1300 I Street, N.W.
Washington, D.C. 20005-3515

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41): \$65.00

- Enclosed
- Authorized to be charged to deposit account)
- Authorized to be charged to deposit account only if fee is deficient

8. Deposit Account No.: 06-0916

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.

Christopher P. Foley

Name of person signing

Signature

January 26, 2001

Date

Total number of pages including cover sheet, attachments and documents: 5

ASSIGNMENT

WHEREAS, AGORA COSMETICS, INC., a corporation organized under the laws of the State of New York, with its address at 580 Broadway, New York, New York 10012 ("AGORA") and François Nars, an individual ("NARS"), each an "ASSIGNOR", own all of the trademarks listed on the attached Schedule A (hereinafter called "TRADEMARKS"), related U.S. and foreign applications and registrations therefor and associated common law rights, subject to that certain Asset Purchase Agreement by and among AGORA, NARS and NARS COSMETICS, INC., a corporation organized under the laws of the State of Delaware, having its address at 580 Broadway, New York, New York 10012 (hereinafter called "ASSIGNEE"), dated _____ even of the date herewith, and the related schedules thereto; and

WHEREAS, ASSIGNEE is desirous of acquiring the TRADEMARKS, the related U.S. and foreign applications and registrations therefor, the associated common law rights and the goodwill of the business symbolized by the TRADEMARKS, but excluding any publicity rights of or attributable to François Nars, individually.

NOW, THEREFORE, for good and valuable considerations, receipt of which is hereby acknowledged, each ASSIGNOR does hereby assign to ASSIGNEE its entire right, title and interest in and to the TRADEMARKS, together with the U.S. and foreign registrations, related applications and the associated common law rights, and the goodwill of the business connected with and symbolized by the TRADEMARKS.

IN TESTIMONY WHEREOF, the ASSIGNORS have caused this assignment to be executed on the 17th day of May, 2000.

~~AGORA COSMETICS, INC.~~

By: 
Name: ~~François Nars~~
Title: ~~President~~


~~FRANÇOIS NARS~~

SCHEDULE A

TRADEMARKS

TRADEMARK

Nars

Nars Logo

APP. NO. APP. DATE (Where Applicable)	REG. NO. REG. DATE (Where Applicable)	COUNTRY (Where Applicable)
--	--	--------------------------------------

75/000,328 02 Oct 1995	2,250,695 08 Jun 1999	U.S.
75/332,834 30 Jul 1997		U.S.
741519 14 Aug 1997	741519 14 Aug 1997	Australia
9900127051 27 Oct 1999		China
49809 01 Apr 1996		European Community
19785/1995 01 Mar 1995	3,355,648 31 Oct 1997	Japan
96750/1999 22 Oct 1999		Japan
105,351 19 Jan 1996		Philippines

2,080,864 06 May 1997	1680492 13 Aug 1998	Argentina
820261580 19 Sep 1997		Brazil
856,065 15 Sep 1997	509,567 18 Mar 1999	Canada
970051858 28 May 1997		China
1.333.657 04 Oct 1999		European Community
6231/97 09 May 1997	2020/1998 09 May 1997	Hong Kong
112,203 04 May 1997	112,203 05 Aug 1998	Israel
21071/1995 05 Mar 1995	3,355,650 31 Oct 1997	Japan
163808/199		Japan (Katakana)

01 Oct 1997		
97-42066 03 Sep 1997		Korea, South
97-42065 03 Sep 1997		Korea, South
97-06421 15 May 1997		Malaysia
5124/97 03 May 1997	T97/05124f 03 May 1997	Singapore
97/14738 29 Sep 1997		South Africa
86-060904 29 Nov 1997		Taiwan
87-052619 29 Oct 1998		Taiwan
343386 08 Sep 1997	Kor93946 08 Sep 1997	Thailand