

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Tsumura International Inc.		07/19/2002	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Aladdin Fragrances, Inc.
Street Address:	35 Engel Street
City:	Hicksville
State/Country:	NEW YORK
Postal Code:	11801
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 3								
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>1509782</td> </tr> <tr> <td>Registration Number:</td> <td>1524108</td> </tr> <tr> <td>Registration Number:</td> <td>1537886</td> </tr> </tbody> </table>	Property Type	Number	Registration Number:	1509782	Registration Number:	1524108	Registration Number:	1537886
Property Type	Number							
Registration Number:	1509782							
Registration Number:	1524108							
Registration Number:	1537886							

CORRESPONDENCE DATA	
Fax Number:	(212)230-7781
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212.318.6084
Email:	catherineclayton@paulhastings.com
Correspondent Name:	Paul, Hastings, Janofsky & Walker
Address Line 1:	75 East 55th Street
Address Line 4:	New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	36397.00001
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NAME OF SUBMITTER:	Catherine M. Clayton
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Total Attachments: 1 source=Aladdin.tif
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ASSIGNMENT OF UNITED STATES TRADEMARK REGISTRATIONS

WHEREAS, TSUMURA INTERNATIONAL INC., a Delaware corporation formerly at 300 Lighting Way, Secaucus, New Jersey 07096, U.S.A. (hereinafter: "Assignor Tsumura") is the owner of record in the United States Trademark Office of the trademarks and trademark registrations listed in the Schedule set forth below; and

WHEREAS, Assignor Tsumura has assigned the five trademarks and the registrations listed in the Schedule set forth below by virtue of an Asset Purchase Agreement dated December 10, 1998 to: ALADDIN FRAGRANCES, INC. a New York corporation having offices at 35 Engel Street, Hicksville, New York 11801, U.S.A. (hereinafter: "Assignee Aladdin");

NOW, THEREFORE, in consideration of the mutual covenants set forth in said Asset Purchase Agreement, Assignor Tsumura does hereby acknowledge that it has sold, assigned and transferred effective December 10, 1998 and does hereby sell, assign and transfer to said Assignee Aladdin, its successors and assigns, the entire right, title and interest in and to each of said marks and registrations set forth in the Schedule below.

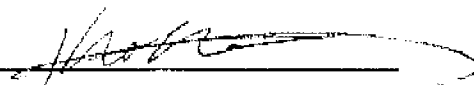
SCHEDULE

UNITED STATES TRADEMARK REGISTRATIONS

MARK	REGISTRATION NO.	REGISTRATION DATE
SANTA FE	1,509,782	OCTOBER 25, 1988
DESIGN ONLY	1,524,108	FEBRUARY 14, 1989
DESIGN ONLY	1,619,357	OCTOBER 30, 1990
CONTAINER DESIGN	1,537,886	MAY 9, 1989
CONTAINER DESIGN	1,838,524	JUNE 7, 1994

IN WITNESS WHEREOF, the undersigned Assignor has caused this Assignment to be signed by its duly authorized officer this 19 day of JULY, 2002.

TSUMURA INTERNATIONAL INC.

by 
Ken Chori, President