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09-15-2003



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Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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

1. Name of conveying party(ies) Dana Perfumes Corp. [ ] Individual(s) [ ] Association [ ] General Partnership [ ] Limited Partnership [X] Corporation-State [ ] Other Incorporated in Delaware Additional name(s) of conveying party(ies) attached? [ ] Yes [X] No

2. Name and address of receiving party(ies) Name: Guus Wauben Holding B.V. Internal: Herengracht 548 Address: 1017 CG Amsterdam The Netherlands Street Address: City: State: Zip: [ ] Individual(s) citizenship [ ] Association [ ] General Partnership [ ] Limited Partnership [X] Corporation-State The Netherlands [ ] Other If assignee is not domiciled in the United States, a domestic representative designation is attached: [X] Yes [ ] No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? [ ] Yes [X] No

3. Nature of conveyance: [X] Assignment [ ] Merger [ ] Security Agreement [ ] Change of Name [ ] Other Execution Date: July 30, 1999

4. Application number(s) or registration number(s): A. Trademark Application No.(s) None B. Trademark Registration No.(s) See Attached Schedule A Additional number(s) attached [X] Yes [ ] No

6. Total number of applications and registrations involved: 25

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Scott B. Schwartz Internal Address: Cozen O'Connor Street Address: 1900 Market Street City: Philadelphia State: PA Zip: 19103

7. Total fee (37 CFR 3.41)..... \$640.00 [ ] Enclosed [X] Authorized to be charged to deposit account 8. Deposit account number: 50-1275 (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. Scott B. Schwartz Name of Person Signing [Signature] Signature 09/09/2003 Date Total number of pages involving cover sheet, attachments and document: 12

Mail documents to be recorded with required cover sheet information to: Commissioner of Patents & Trademarks, Box Assignments Washington, D.C. 20231

09/12/2003 ECOMPER 00000073 501275 314493 01 FC:0521 40.00 BA 02 FC:0522 600.00 BA

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TRADEMARK REEL: 002824 FRAME: 0001

**SCHEDULE A****Trademarks**

<b>TRADEMARK</b>	<b>REGISTRATION NUMBER</b>
TABU	314493
TABU	393970
PRIORITE'	395171
TABU	407797
TABU	408920
Miscellaneous Design	414146
AMBUSH	425304
TABU	425630
TABU	426323
TABU	427576
Miscellaneous Design	432410
TABOU	436028
TABOO	437162
DANA	580767
Miscellaneous Design	731261
Miscellaneous Design	790523
TOUJOURS MOI	816263
TABU	959206
Miscellaneous Design	1498712
NAVY	1585257
INCOGNITO	1592690
Miscellaneous Design	2024750
NAVY	2032286
DREAMS BY TABU	2122113
NAVIGATOR	2186205

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Trademark Registration Nos. 314493, 393970, 395171, 407797, 408920, 414146, 425304, 425630, 426323, 427576, 432410, 436028, 437162, 580767, 731261, 790523, 816263, 959206, 1249554, 1498712, 1547883, 1585257, 1592690, 1728816, 1746723, 2024750, 2032286, 2122113, 2186205

**DESIGNATION OF DOMESTIC REPRESENTATIVE**

The Assignee of the above-referenced trademark registrations hereby designates Scott B. Schwartz, a person residing within the United States, whose address is Cozen O'Connor, 1900 Market Street, Philadelphia, Pennsylvania 19103, on whom may be served process or notice of proceedings affecting the registration or rights thereunder.

FINANZ ST. HONORE, B.V.

By 

Name: Alfred R. Cowger, Jr.

Title: Managing Director

Date: September 4, 2003

## ASSIGNMENT OF TRADEMARKS

WHEREAS, Dana Perfumes Corp., a Delaware corporation, having an address at 3 Landmark Square, 5<sup>th</sup> Floor, Stamford, CT 06901-2501 (hereinafter "Assignor") has used or intends to use the trademarks, trademark rights, trade names, trade name rights, service marks, service mark rights, service names, service name rights, brand names, trade dress, business and product names, logos and slogans including but not limited to those listed on Schedule A attached hereto (hereinafter referred to as "the said marks"); and

WHEREAS, Guus Wauben Holding B.V., a Netherlands corporation, through its agent St. Honoré Holding, Inc., a Delaware corporation (hereinafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the said marks in the United States and throughout the world and to the pending or issued registrations also including but not limited to those set forth on Schedule A attached hereto (hereinafter referred to as "the said registrations"), together with the goodwill of the business in connection with which the said marks and said registrations are used and which are symbolized by the said marks and said registrations, along with all claims and causes of action for infringement arising after July 30, 1999;

NOW, THEREFORE, for good and valuable consideration including, without limitation, the consideration paid to Assignor pursuant to that certain Asset Purchase Agreement by and among DPC Acquisition Corp., Assignor and certain other affiliates of Assignor dated as of June 28, 1999 (the "Asset Purchase Agreement"), receipt of which is hereby acknowledged, pursuant to and in accordance with the Asset Purchase Agreement, Assignor does hereby assign unto Assignee all of Assignor's right, title and interest in and to the said marks and registrations therefor for the United States and throughout the world together with the goodwill of the business in connection with which the said marks and registrations are used and which are symbolized by the said marks and registrations, along with all claims and causes of action for infringement arising after July 30, 1999;

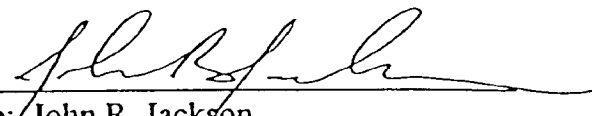
Assignor agrees to, at Assignee's request and without expense (including without limitation expenses relating to recordals), execute and deliver such other instruments and take such other actions as Assignee may reasonably request to more effectively put Assignee in possession and operating control of all or any part of said marks and registrations. Assignor will cooperate with Assignee to deliver such bills of sale, endorsements, assignments, and other good and sufficient instruments of conveyance and transfer (including but not limited to assignment of any said marks and registrations in recordable form), in form and substance reasonably satisfactory to Assignee and its counsel, as are commercially reasonable under the circumstances to vest in Assignee good and valid title to said marks and registrations free and clear of any Encumbrances (as such term is defined in the Asset Purchase Agreement); provided, however, that Assignor shall have no obligation to record any of said marks and the parties shall be responsible for fees, taxes and expenses as set forth in the Asset Purchase Agreement. Assignee shall be responsible for all fees or taxes associated with the generation of any endorsement,

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assignment and other good and sufficient instruments of conveyance as contemplated by the Asset Purchase Agreement.

DANA PERFUMES CORP.

By:   
Name: John R. Jackson  
Title: Vice President and Secretary

Corporate Acknowledgement Form

STATE OF )  
 )  
COUNTY OF ) ss.:

On this 30<sup>th</sup> day of July, 1999, before me personally came John R. Jackson to me known, who being by me duly sworn did depose and say s/he is the Vice President and Secretary of Dana Perfumes Corp., the Corporation described in and which executed the foregoing instrument and that s/he signed his/her name hereto.

*Hannah Singal*  
Notary Public HANNAH SINGAL  
Notary Public, State of New York  
No. 01SI6023405  
Qualified in Kings County  
Certificate Filed in New York County  
Commission Expires April 19 2001

**SCHEDULE A**

**Marks**

Renaissance Cosmetics, Inc.

<u>Record Owner:</u> <u>Country</u>	<u>DANA PERFUMES CORP.</u> <u>Mark</u>	<u>Classes</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Stat</u>
Singapore	SHADES BY NAVY	3	S/15628/97	12/24/97			FILED
Singapore	TOUJOURS MOI	3	39857	8/11/66	39857	8/11/66	Registered
Slovak Republic	NAVY	3	67228-92	3/12/92	172654	3/12/92	Registered
Slovenia	NAVY	3	Z-91 81 342	2/14/94	91 81 342	7/28/98	Registered
South Africa	NAVY	3	98/11548	7/ 3/98			FILED
South Africa	SHADES BY NAVY	3					FILED
South Korea	JACLYN SMITH'S CALIFORNIA		16906/89	7/ 1/89	209554	2/ 6/91	Registered
South Korea	JACLYN SMITH'S CALIFORNIA		17445/89	7/11/89	204026	11/ 3/90	Registered
South Korea	NAVIGATOR	12	98-4631	2/20/98			FILED
South Korea	NAVIGATOR	13	98-4632	2/20/98			FILED
South Korea	SHADES BY NAVY	NA 12	2029/98	1/30/98	432689	12/ 8/98	Registered
South Korea	SHADES BY NAVY	13	2030/98	1/30/98	434678	12/21/98	REGISTER
Spain	NAVY	3	1941819	1/17/95	1941819	1/17/95	Registered
Sweden	NAVY	3	89-10335	10/31/89	227043	10/11/91	Registered
Switzerland	NAVY	3	2637/89	11/ 7/89	377188	11/ 7/89	Registered
Thailand	SHADES BY NAVY	3	355805	3/ 9/98			FILED
Turkey	CALIFORNIA FOR MEN	3	90/1270	11/12/90			FILED
Turkey	NAVY	3	TZ602672	6/16/93	8243	10/24/91	Registered
United Arab Emirates	SHADES BY NAVY	3	25581	3/ 7/98			FILED
→ United States	AMBUSH	3			425304	11/12/46	Registered



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United States	AMBUSH	3			392021	12/2/41	Registered
United States	CALIFORNIA FOR MEN	3	74/069703	6/15/90	1756000	3/2/93	Registered
United States	CANOE	25			1447663	7/14/67	Registered
United States	CANOE	3			1169605	9/22/61	Registered
United States	CANOE	3			423843	9/10/46	Registered
United States	CANOE	3			425306	11/12/46	Registered
United States	CANOE DANA AND DESIGN	3			766219	3/2/65	Registered
United States	CANOE DANA AND DESIGN	3			795799	9/7/65	Registered
United States	CANOE SPORT	3			1827984	3/29/94	Registered
United States	CAPTURE THE DREAM	3	75/072012	3/13/96	2033928	1/28/97	Registered
United States	CLASSIC GARDENIA	3 4	75/162233	9/9/96	2127855	1/6/98	Registered
→ United States	CONFIGURATION OF BOTTLE AND CAP (AMBUSH)	3			790523	6/1/65	Registered
→ United States	DANA	3			580767	10/6/53	Registered
United States	DANA (SCRIPT)	3			1626590	12/11/90	Registered
United States	DANA (SCRIPT)	3			535318	12/26/50	Registered
United States	DESIGN (OF BOTTLE)	3	73/339309	12/11/92	1766427	6/10/93	Registered
United States	DESIGN (OF BOTTLE)	3	73/339308	12/11/92	1766426	6/10/93	Registered
United States	DESIGN (OF BOTTLE)	3	73/828458	9/28/89	1439407	3/26/91	Registered
→ United States	DREAMS BY TABU	3	74/731288	9/19/95	2122113	12/16/97	Registered
→ United States	FLAG DESIGN	25			1496712	6/2/88	Registered

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→ United States	FLAG DESIGN	3			731261	5/ 8/62	Registered
United States	FLEURS DE TABAC AND DESIGN	3			849136	5/14/68	Registered
United States	GAUCHO	3			822089	1/10/67	Registered
United States	HERBISSIMO	3			1249554	8/30/83	Registered
United States	TM BABY SOFT	9, 16, 18, 21, 24, 25, 26, 28	75/485639	5/15/98			FILED
→ United States	INCOGNITO	3	73/801186	5/19/89	1592690	4/24/90	Registered
United States	LET THE ROMANCE BLOSSOM	3	74/670465	5/ 5/95	1959051	2/27/96	Registered
United States	LOVE'S	9, 16, 18, 21, 24, 25, 26, 28	75/485947	5/15/98			FILED
United States	LOVE'S BABY SOFT	9, 16, 18, 21, 24, 25, 26, 28	75/485750	5/15/98			FILED
United States	LOVE'S BERRY BLUE	3	75/688109	4/21/99			FILED
United States	LOVE'S SHEER PETALS	3	75/688108	4/21/99			FILED
United States	LOVE'S VANILLA POP	3	75/688110	4/21/99			FILED
United States	MISC. DESIGN [DESIGN OF BOTTLE (JACLYN SMITH'S CALIFORNIA)]	3	73/409935	6/30/89	1582172	2/13/90	Registered
→ United States	MISCELLANEOUS DESIGN (TABU LABEL)	3			432410	9/ 2/47	Registered
→ United States	NAVIGATOR	3	74/731287	9/19/95	2186205	9/ 1/98	Registered
→ United States	NAVY	3	73/401384	5/19/89	1585257	3/ 6/90	Registered
→ United States	NAVY	3	75/071473	3/12/96	2032286	1/21/97	Registered
→ United States	NAVY & WHITE STRIPES	3	75/072011	3/13/96	2024750	12/13/96	Registered

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	DESIGN						
United States	NAVY WHITE	3	74/414567	7/19/93	1848042	8/2/94	Registered
→ United States	PRIORITE	3			395171	5/12/42	Registered
United States	RAINBLOSSOM	3	74/573256	9/14/94	1914458	8/29/95	Registered
United States	SHADES BY NAVY	3	75/361119	9/4/97			FILED
United States	SHADES BY NAVY (STYLIZED)	3	75/402543	12/9/97			FILED
United States	SUPERSTITION	3			422602	7/30/46	Registered
→ United States	TABOO	3			437162	3/9/48	Registered
→ United States	TABOU	3			436028	1/20/48	Registered
→ United States	TABU	4			959206	5/22/73	Registered
→ United States	TABU	3			425630	11/26/46	Registered
→ United States	TABU	3			314493	7/3/34	Registered
→ United States	TABU (STYLIZED)	3			407797	6/27/44	Registered
→ United States	TABU (STYLIZED)	3			393970	3/10/42	Registered
→ United States	TABU (STYLIZED)	3			427576	2/11/47	Registered
→ United States	TABU (STYLIZED)	18			408920	9/5/44	Registered
→ United States	TABU (STYLIZED)	3			426323	12/24/46	Registered
United States	TOTO	3	75/172091	9/26/96			FILED
→ United States	TOUJOURS MOI	3	73/229449	10/6/63	816263	10/4/66	Registered
United States	TOUJOURS MOI	3	71/597909	5/9/66	1420749	12/16/66	Registered
United States	ULTRAGEL	3	75/004034	10/11/93			FILED

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<u>Country</u>	<u>Mark</u>	<u>Classes</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Stat</u>
→ United States	VIOLINIST DESIGN	3			414146	5/29/45	Register
United States	YOU ALWAYS FEEL PERFECTIN NAVY	3	74/670464	5/ 5/95	1963403	3/19/96	Register
Uruguay	SHADES BY NAVY	3	300896	9/ 8/97			FILED
Uzbekistan	NAVY	3	MBGU9300637.3	6/ 9/93	2141	11/25/94	Register
Venda	CALIFORNIA FOR MEN	3	90/1290	11/14/90			FILED
Venezuela	JACLYN SMITHS	3	9.981-89	7/ 7/69	154109	2/16/94	Register