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R. 102585093 TRADEMARKS ONLY

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):
Giorgio Beverly Hills, Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Delaware
 Other _____

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

2. Name and address of receiving party(ies)
Name: Elizabeth Arden, Inc.
Internal Address: _____
Street Address: 14100 N.W. 60th Avenue
City: Miami State: FL Zip: 33014
Lakes
 Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Florida
 Other _____

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____
Execution Date: January 24, 2003

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s) 1275710; 1855055; 1811374; ~~1812638~~

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: James Thomas Perry
Internal Address: Elizabeth Arden, Inc.
7th Floor - Legal
Street Address: 200 Park Avenue
City: New York State: New York Zip: 10003

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41).....\$ 115.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
502381
(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.

Carol Abramsky Name of Person Signing
Signature
9/23/03 Date

Total number of pages including cover sheet, attachments, and document: 2

10/24/2003 6TON11 00000171 502381 1275710

01 FC:8521 40.00 BA
02 FC:8522 75.00 BA

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

TRADEMARK
REEL: 002851 FRAME: 0190

UNITED STATES
TRADEMARK ASSIGNMENT

WHEREAS, **Giorgio Beverly Hills, Inc.**, a corporation organized and existing under the laws of the State of Delaware, located and doing business at One Procter & Gamble Plaza, Cincinnati, Ohio 45202 USA, (the "Assignor") is the owner of the trademarks on the attached Schedule (the "Trademarks"); and

WHEREAS, Elizabeth Arden, Inc., a corporation organized and existing under the laws of the State of Florida, located and doing business at 14100 N.W. 60th Avenue, Miami Lakes, FL 33014 USA, (the "Assignee"), is desirous of acquiring the entire right, title and interest in and to said Trademarks;

NOW, THEREFORE, in exchange for good and valuable consideration paid to Assignor by Assignee, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, and transfer to Assignee, its successors and assigns, the entire right, title, and interest in and to the Trademarks, together with all the goodwill connected with and symbolized by the said Trademarks, the same to be held and enjoyed by the said Assignee, its successors and assigns.

IN WITNESS WHEREOF, this Assignment has been signed, for and on behalf of the said Assignor, effective as of the 24th day of January 2003.

Giorgio Beverly Hills, Inc.

Nancy L. Bernardini
Name: *Nancy L. Bernardini*
Title: *attorney-in-fact*