

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | CHANGE OF NAME | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| French Fragrances, Inc. | | 01/23/2001 | CORPORATION: FLORIDA |
| RECEIVING PARTY DATA | | | |
| Name: | Elizabeth Arden, Inc. | | |
| Street Address: | 14100 N.W. 60th Avenue | | |
| City: | Miami Lakes | | |
| State/Country: | FLORIDA | | |
| Postal Code: | 33014 | | |
| Entity Type: | CORPORATION: FLORIDA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2136734 | TAXI | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (212)261-1060 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 212 261-1133 | | |
| Email: | james.perry@elizabetharden.com | | |
| Correspondent Name: | James Thomas Perry | | |
| Address Line 1: | 200 Park Avenue South | | |
| Address Line 2: | 7th Floor - Legal | | |
| Address Line 4: | New York, NEW YORK 10003 | | |
| ATTORNEY DOCKET NUMBER: | TAXI CON | | |
| NAME OF SUBMITTER: | James Thomas Perry | | |
| Total Attachments: 1 source=FFI4#page1.tif | | | |

CH \$40.00 2136734

UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, PAUL SEBASTIAN, INC., a corporation organized and existing under the laws of the State of New Jersey, United States of America, with an office at 1540 West Park Avenue, Ocean, State of New Jersey 07712, United States of America (hereinafter called the ASSIGNOR) is the owner of and has adopted and used the following trademark(s) registered in the United States Patent and Trademark Office:

Trademark

Number

(See Attached Schedule)

AND WHEREAS, FRENCH FRAGRANCES, INC., a corporation organized and existing under the laws of the State of Florida, United States of America, located at 14100 NW 60th Avenue, City of Miami Lakes, State of Florida 33014, United States of America (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademark(s) and the registration(s) thereof;

NOW, THEREFORE, in consideration of U.S. \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademark(s), trademark registration(s), together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademark(s).

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 20th day of January, 1999

PAUL SEBASTIAN, INC.

By Arnold J. Allente
Title President