

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	Confirmation of Trademark Assignment
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bon Jour International, Ltd.		11/22/1996	CORPORATION: NEW YORK

RECEIVING PARTY DATA	
Name:	Bon Jour Group, L.P.
Street Address:	1400 Broadway
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	LIMITED PARTNERSHIP: ARKANSAS

PROPERTY NUMBERS Total: 4		
Property Type	Number	Word Mark
Registration Number:	1516158	BONJOUR
Registration Number:	1429082	BON JOUR
Registration Number:	1378034	BON JOUR
Registration Number:	1387335	BONJOUR

CORRESPONDENCE DATA	
Fax Number:	(212)949-9190
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-885-9214
Email:	mgajhar@lawabel.com
Correspondent Name:	Marsha G. Ajhar
Address Line 1:	150 East 42nd Street
Address Line 4:	New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	729021 - BON JOUR
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NAME OF SUBMITTER:	Marsha G. Ajhar
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Total Attachments: 1

CH \$115.00 1516158

CONFIRMATION OF TRADEMARK ASSIGNMENT

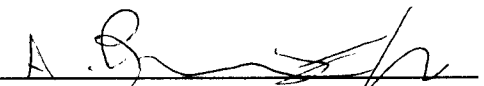
WHEREAS, BON JOUR INTERNATIONAL, LTD., a corporation organized and existing under the laws of the State of New York, with a place of business at 1411 Broadway, New York, New York (hereinafter "ASSIGNOR"), is the owner of record of the following U.S. trademarks:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
BONJOUR (Block)	1,516,158	December 13, 1988
BONJOUR & Design	1,429,082	February 17, 1987
BONJOUR (Block)	1,378,034	January 14, 1986
BONJOUR & (Block)	1,059,349	February 15, 1977
BONJOUR (Stylized)	1,387,335	March 25, 1986

WHEREAS, BON JOUR GROUP, L.P., a limited partnership registered under the laws of the State of Arkansas, with a place of business at 1411 Broadway, New York, New York 10018 (hereinafter "ASSIGNEE") was desirous of acquiring the entire right, title and interest in and to the BONJOUR trademarks, together with their associated good will, from ASSIGNOR with effect from November 22, 1996;

ASSIGNOR hereby confirms the assignment of the BONJOUR trademarks, including the trademark registrations listed above, together with the good will of the business of ASSIGNOR associated with and symbolized by said trademarks, to ASSIGNEE effective as of November 22, 1996.

BON JOUR INTERNATIONAL, LTD.

By: 
Abraham Ben-Dayan, President