

4/2/04

04-06-2004

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



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
 Corporation-State DELAWARE
 Other _____
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Guus Wauben Holding B.V.
Internal Address: Herengracht 549 1017CG
Street Address: _____
City: Amsterdam State: Netherlands Zip: _____
 Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Netherlands
 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: July 30, 1999

4. Application number(s) or registration number(s):
A. Trademark Application No.(s) _____
B. Trademark Registration No.(s) 2127855
1420749
Additional number(s) attached Yes No

6. Total number of applications and registrations involved: 2

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Donna J. Glahn
Internal Address: DANA CLASSIC FRAGRANCES, INC.
Street Address: 470 Oak Hill Road
City: Mountaintop State: PA Zip: 18707

7. Total fee (37 CFR 3.41) \$ 65.00
 Enclosed
 Authorized to be charged to deposit account
8. Deposit account number: _____
(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.
Donna J. Glahn Donna J. Glahn March 10, 2004
Name of Person Signing Signature Date
Total number of pages including cover sheet, attachments, and document: 8

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

04/05/2004 18YRME 00000002 2127855
01 FC:8521 40.00 OP
02 FC:8522 25.00 OP

TRADEMARK
REEL: 002943 FRAME: 0026

ASSIGNMENT OF TRADEMARKS

WHEREAS, Dana Perfumes Corp., a Delaware corporation, having an address at 3 Landmark Square, 5th 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 records), 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,

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

SCHEDULE A

Marks

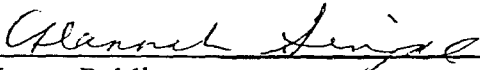
Corporate Acknowledgement Form

STATE OF)

COUNTY OF)

ss.:

On this 30th 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.


Notary Public **HANNAH SINGAL**
Notary Public, State of New York
No. 01S16023405
Qualified in Kings County
Certificate Filed in New York County
Commission Expires April 19, 2001

Renaissance Cosmetics, Inc.

Record Owner: DANA PERFUMES CORP.

<u>Country</u>	<u>Mark</u>	<u>Classes</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Status</u>
	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	75/172093	9/26/96			FILED
United States	TOUJOURS MOI	3	72/229449	10/6/65	816263	10/4/66	Registered
United States	TOUJOURS MOI	3	73/597909	5/9/86	1420749	12/16/86	Registered
United States	ULTRAGEL	3	75/004024	10/11/95			FILED

Renaissance Cosmetics, Inc.

Record Owner: DANA PERFUMES CORP.

<u>Country</u>	<u>Mark</u>	<u>Classes</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Status</u>
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	7/14/87	Registered
United States	CANOE	3			1169805	9/22/81	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			786219	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	1786427	8/10/93	Registered
United States	DESIGN [OF BOTTLE]	3	73/339308	12/11/92	1786426	8/10/93	Registered
United States	DESIGN [OF BOTTLE]	3	73/828458	9/28/89	1639407	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			1498712	8/ 2/88	Registered