

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                       |                |
|-----------------------|----------------|
| SUBMISSION TYPE:      | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | CHANGE OF NAME |

**CONVEYING PARTY DATA**

| Name                | Formerly | Execution Date | Entity Type           |
|---------------------|----------|----------------|-----------------------|
| SANOFI BEAUTE, INC. |          | 04/02/2001     | CORPORATION: NEW YORK |

**RECEIVING PARTY DATA**

|                 |                       |
|-----------------|-----------------------|
| Name:           | YSL BEAUTE INC.       |
| Street Address: | 460 PARK AVENUE       |
| City:           | NEW YORK              |
| State/Country:  | NEW YORK              |
| Postal Code:    | 10022                 |
| Entity Type:    | CORPORATION: NEW YORK |

**PROPERTY NUMBERS Total: 1**

| Property Type        | Number  | Word Mark      |
|----------------------|---------|----------------|
| Registration Number: | 2199080 | SO DE LA RENTA |

**CORRESPONDENCE DATA**

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|                         |              |
|-------------------------|--------------|
| ATTORNEY DOCKET NUMBER: | 0821037.0044 |
|-------------------------|--------------|

|                    |                       |
|--------------------|-----------------------|
| NAME OF SUBMITTER: | Keith E. Danish, Esq. |
|--------------------|-----------------------|

Total Attachments: 1  
 source=SO DE LA RENTA power of attorney#page1.tif

OP \$40.00 2199080

Atty Ref.: 1037.0044

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

-----X  
 In re Trademark Registration of :  
 YSL BEAUTE INC. (formerly Sanofi Beaute, Inc.) :  
 Mark: **SO DE LA RENTA (Stylized)** :  
 Reg. No.: 2,199,080 :  
 Issued: October 20, 1998 :  
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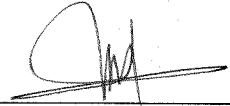
**POWER OF ATTORNEY**

**YSL BEAUTE INC.** hereby revokes all previously-granted Powers of Attorney and appoints Mark I. Peroff, Keith E. Danish, Jacqueline M. Stelling and Andrew T. Paredes, each a member of the Bar of the State of New York; Darren W. Saunders, a member of the Bars of the States of New York and Connecticut and all other members of the Bar of the State of New York in the firm of Trademark & Patent Counselors of America, P.C., 915 Broadway, New York, New York 10010-7108, Tel. No. (212) 387-0247, its attorneys with full powers of substitution and revocation to transact all business in the Patent and Trademark Office in connection with the above-referenced registration, which is owned by our company.

Please address all correspondence in this matter to the attention of:

Mark I. Peroff, Esq.  
 Trademark & Patent Counselors of America, P.C.  
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**YSL BEAUTE INC.**

By:   Dated:  October 5, 2004  
 Name:  Yann KERLAU  
 Title:  Director

{00001293;v1}