

2/5/04

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REC

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): Avon Products, Inc. 1251 Avenue of the Americas New York City, New York 10020

2. Name and address of receiving party(ies) Name: ED Management, Inc. Internal Address: Street Address: 300 Delaware Avenue Wilmington State: DE Zip: 19801

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

3. Nature of conveyance: Assignment Merger Security Agreement Change of Name Other

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

Execution Date: 12/19/03

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

4. Application number(s) or registration number(s): A. Trademark Application No.(s)

B. Trademark Registration No.(s) Registration No. 2572536

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: James Thomas Perry, Esq.

6. Total number of applications and registrations involved: 1

Internal Address: Elizabeth Arden, Inc.

7. Total fee (37 CFR 3.41) \$40.00 Enclosed Authorized to be charged to deposit account

Street Address: 200 Park Avenue South 7th Floor - Legal Dept.

8. Deposit account number: 502381

City: New York State: New York Zip: 10003

(Attach duplicate copy of this page if paying by deposit account)

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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

Carol Abramsky Signature

2/4/04 Date

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



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

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TRADEMARK REEL: 002962 FRAME: 0111

United States
Trademark Assignment

WHEREAS, Avon Products, Inc., a corporation organized and existing under the laws of the State of New York, located and doing business at 1251 Avenue of the Americas, New York, New York 10020, United States of America, (the "Assignor"), is the owner of the trademark on the attached Schedule (the "Trademark"); and

WHEREAS, FD Management, Inc., a corporation organized and existing under the laws of the State of Delaware, located and doing business at 300 Delaware Avenue, Wilmington, Delaware 19801, United States of America, (the "Assignee"), is desirous of acquiring the entire right, title and interest in and to said Trademark;

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 Trademark, together with all the goodwill connected with and symbolized by the said Trademark, 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 19th day of DECEMBER 2003

Avon Products, Inc.


Name: John M. Bergin
Title: Chief Trademark Counsel

Schedule

Trademark

Reg. No.

Reg. Date

PROVOCATIVE

2572536

May 28, 2002