

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Elizabeth Arden, Inc.		10/05/2004	CORPORATION: FLORIDA

RECEIVING PARTY DATA	
Name:	Gant AB
Street Address:	Augustendalsvagen 47
City:	131 92 Nacka Strand
State/Country:	SWEDEN
Entity Type:	CORPORATION: SWEDEN

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	78451187	GANT ADVENTURE

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 4:	New York, NEW YORK 10003

ATTORNEY DOCKET NUMBER:	GANT ADVENTURE
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DOMESTIC REPRESENTATIVE	
Name:	
Address Line 1:	
Address Line 2:	
Address Line 3:	
Address Line 4:	

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NAME OF SUBMITTER:

James Thomas Perry

Total Attachments: 1

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United States Trademark Assignment

WHEREAS, Elizabeth Arden, Inc., a corporation organized and existing under the laws of the State of Florida, located and doing business at 14100 NW 60th Avenue, Miami Lakes, Florida 33014, United States of America, (the "Assignor"), is the owner of the trademark **GANT ADVENTURE**, Serial No. 78/451187 dated July 15, 2004 (the "Trademark"); and

WHEREAS, Gant AB, a corporation organized and existing under the laws of Sweden, located and doing business at Augustendalsvagen 47, 131 92 Nacka Strand, Sweden, (the "Assignee"), is desirous of acquiring the entire right, title and interest in and to said Trademark;

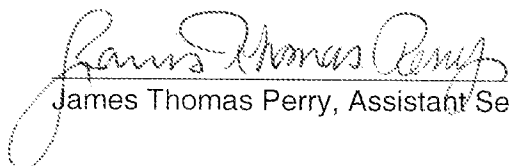
NOW, THEREFORE, in exchange for good and valuable consideration paid to Assignor by Assignee, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, and transfer to Assignee, its successors and assigns, the entire right, title, and interest in and to the Trademark, 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 5th day of October 2004.

Executed in New York City, New York, United States of America

Dated: October 5, 2004

Elizabeth Arden, Inc.


James Thomas Perry, Assistant Secretary