

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jean-Philippe Fragrances, L.L.C.		09/15/2005	limited liability company: NEW YORK
RECEIVING PARTY DATA			
Name:	Very Fetching Company, Inc.		
Street Address:	162 Fifth Avenue		
Internal Address:	6th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10010		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2057493	LOVELY	
CORRESPONDENCE DATA			
Fax Number:	(212)486-1600		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 759-1818		
Email:	jfb@cutner.com		
Correspondent Name:	David A. Cutner		
Address Line 1:	9 East 40th Street		
Address Line 2:	13th Floor		
Address Line 4:	New York, NEW YORK 10016		
NAME OF SUBMITTER:	Davod A. Cutner		
Signature:	/david a. cutner/		
Date:	09/21/2005		

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TRADEMARK

Total Attachments: 2

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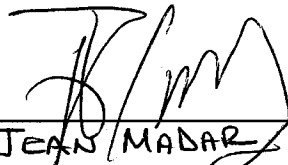
ASSIGNMENT

WHEREAS, Jean-Philippe Fragrances, L.L.C., ASSIGNOR, a limited liability company organized under the laws of the State of New York ~~(Delaware)~~, and located and doing business at 551 Fifth Avenue, Suite 1500, New York, New York 10176, has adopted, used and is using the trademark appearing on the Schedule attached hereto, which is registered in its name in the United States Patent and Trademark Office;

WHEREAS, Very Fetching Company, Inc., ASSIGNEE, a corporation organized under the laws of the State of New York, and located and doing business at 162 Fifth Avenue, 6th Floor, New York, New York 10010, is desirous of acquiring said trademark and the registration therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Jean-Philippe Fragrances, L.L.C., does hereby assign unto the said Very Fetching Company, Inc., all rights, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the registration appearing on the Schedule attached hereto.

JEAN-PHILIPPE FRAGRANCES, L.L.C.

By: 
Name: JEAN MADAR
Title: CHAIRMAN OF THE BOARD
CHIEF EXECUTIVE OFFICER

Date: SEPTEMBER 15, 2005

~~Corporate seal~~

United States

SCHEDULE

<u>Trademark</u>	<u>Registration No.</u>	<u>Date</u>
LOVELY	2,057,493	April 29, 1997