

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SPPC Paris Bleu, SAS		12/08/2005	CORPORATION: FRANCE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Christian Casey LLC		
<b>Street Address:</b>	1710 Broadway		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10019		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	78641212	UNFORGIVABLE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)572-6743		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-572-4544		
<b>Email:</b>	uspto@estee.com		
<b>Correspondent Name:</b>	Donna Ruggiero		
<b>Address Line 1:</b>	767 Fifth Avenue		
<b>Address Line 2:</b>	46th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10153		
<b>ATTORNEY DOCKET NUMBER:</b>		UNFORGIVABLE	
<b>NAME OF SUBMITTER:</b>		Donna M. Ruggiero	
<b>Signature:</b>		/dmr/	
<b>Date:</b>		07/12/2006	

CH \$40.00 78641212

Total Attachments: 1  
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Exhibit B

**ASSIGNMENT**

WHEREAS, SPPC Paris Bleu, SAS, a corporation organized and existing under the laws of France with its principal place of business at 11, rue Marguerite, 75017 Paris, France ("Assignor"), is the owner of U.S. Trademark Application Serial No. 78/641212 for UNFORGIVABLE for "perfumery" in International Class 3 (the "Application"); and

WHEREAS, Christian Casey, LLC, a New York limited liability company with its principal place of business at 1710 Broadway, New York, New York 10019 ("Assignee"), wishes to acquire all right, title and interest in and to the Application including the goodwill symbolized by the mark identified in the Application.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, throughout the world, in and to the UNFORGIVABLE mark and the Application, together with the goodwill of the business symbolized by the UNFORGIVABLE mark, all causes of action for previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements, and all of Assignor's other rights and interests in the UNFORGIVABLE mark and the Application.

Dated: Dec 8<sup>th</sup>, 2005

SPPC PARIS BLEU, SAS

By: MH Fawaz  
Name: Mohamad-Hilal Fawaz  
Title: Vice President