

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<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>
Aramis Inc.		07/17/2006	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Tommy Hilfiger Licensing LLC		
<b>Street Address:</b>	601 W. 26 Street		
<b>Internal Address:</b>	6th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10001		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2924407	TRUE STAR	
<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>Email:</b>	uspto@estee.com		
<b>Correspondent Name:</b>	Donna M. Ruggiero c/o Aramis Inc.		
<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>	TOMMY - TRUE STAR		
<b>NAME OF SUBMITTER:</b>	Donna M. Ruggiero		
<b>Signature:</b>	/dmr/		
<b>Date:</b>	07/18/2006		

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Total Attachments: 2

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ASSIGNMENT OF REGISTERED TRADEMARK

WHEREAS, Aramis Inc., a corporation organized and existing under the laws of the State of Delaware, whose address is 767 Fifth Avenue, New York, New York, 10153 (hereinafter the "ASSIGNOR"), is the owner of all right, title and interest in and to trademark Registration No. 2,924,407 for TRUE STAR registered in the United States Patent and Trademark Office on February 01, 2005, and

WHEREAS, Tommy Hilfiger Licensing, LLC, a Delaware limited liability company, whose address is 601 West 26<sup>th</sup> Street, New York, New York 10001 (hereinafter the "ASSIGNEE"), desires to acquire all of Assignor's right, title and interest in and to the said trademark and registration identified above, together with the goodwill associated therewith and the federal registration thereof, and Assignor desires to assign all of its right, title and interest in the foregoing registration to assignee.

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor by these presents does hereby sell, transfer, convey and assign unto the Assignee its entire right, title and interest in and to the aforesaid trademark and registration therefore, including without

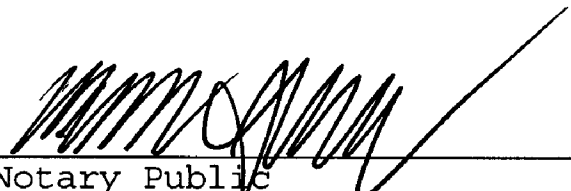
limitation, the registration identified herein, together with the goodwill of the business appertaining thereto.

In witness whereof, the Assignor has hereunto executed this instrument this 17<sup>th</sup> day of July, 2006.

Aramis Inc.

By: Lesley A. Moradian  
Lesley A. Moradian  
Vice President &  
Trademark Counsel

On this 17th day of July, 2006, before me personally appeared Lesley A. Moradian, to me known and known to me to be the individual described in and who executed the foregoing instrument, and she duly acknowledged to me that she executed the same for the purposes set forth therein.

  
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Notary Public  
My Commission Expires:

[SEAL]

WILLIAM JELINEK  
Notary Public, State of New York  
No. 02JE5031411  
Certified in New York County  
Commission Expires Aug. 1, 2006

