

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
Viktor + Rolf		02/21/2006	COMPANY: FRANCE
RECEIVING PARTY DATA			
Name:	L'Oreal		
Street Address:	14 Rue Royale		
City:	Paris		
State/Country:	FRANCE		
Postal Code:	75008		
Entity Type:	a French Societe Anonyme: FRANCE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2171739	ANTIDOTE	
Registration Number:	2500008	ANTIDOTE	
CORRESPONDENCE DATA			
Fax Number:	(212)318-6847		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-318-6037		
Email:	rls@paulhastings.com		
Correspondent Name:	Robert L. Sherman		
Address Line 1:	75 East 55th Street		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	29172.98976 - ANTIDOTE AS		
DOMESTIC REPRESENTATIVE			
Name:	Robert L. Sherman		
Address Line 1:	75 East 55th Street		

CH \$65.00 2171739

Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Robert L. Sherman
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Signature:	/rls/
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Date:	10/26/2006
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Total Attachments: 2 source=assignment#page1.tif source=assignment#page2.tif
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TRADEMARK ASSIGNMENT

This ASSIGNMENT is effective as of February 21, 2006, between Viktor + Rolf, a French company, with a place of business at 217, rue Saint Honore, Paris 75001, France ("Viktor + Rolf") and L'Oréal a French société anonyme, located at 14 Rue Royale, 75008 Paris, France ("L'Oréal").

WHEREAS, Viktor + Rolf represents that (i) it is the owner of all rights, title and interest in and to the trademark ANTIDOTE (stylized) and ANTIDOTE and Design, used on and in connection with fragrances, namely perfume and cologne, as well as on and in connection with skin care, makeup products, hair care products, namely face cream, body cream, liquid makeup, lipstick, mascara, eye shadow, suntan lotion, stylers, shampoo, conditioner and soap, and the goodwill associated therewith, and is the owner of United States Trademark Registration Nos. 2,171,739 and 2,500,008 for said marks for said goods and French Registration No. 98739531 (collectively, the "Mark"); (ii) its title in and to the Mark is free of any and all encumbrances, liens or other adverse claims, (iii) said Mark has not been the subject of any license from or to any third party, and (iv) Viktor + Rolf has the authority and right to make this assignment, and that the making of this assignment will not violate or interfere with the rights of any third party.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Viktor + Rolf hereby assigns absolutely to L'Oréal and its successors and assigns all of its right, title and interest in and to the Mark, together with the goodwill of the business associated with, corresponding to, symbolized by and embodied in said Mark, U.S. Trademark Registration Nos. 2,171,739 and 2,500,008, French Registration No. 98739531, and all common law rights in the Mark, as well as the right to commence an action for past or future infringement.

Viktor + Rolf undertakes that:

- (a) It will perform all acts and execute all documents necessary or desirable for further assuring the right, title and interest to the Mark in L'Oréal, including the corresponding goodwill, and to U.S. Registration Nos. 2,171,739 and 2,500,008 and French Registration No. 98739531, and will cooperate with L'Oréal to record this Assignment with the United States Patent and Trademark Office, if necessary;
- (b) It will not commit any act, matter or thing that may directly or indirectly challenge, prejudice or invalidate the Mark, its use or registration by L'Oréal, its successors and assigns, or this assignment to L'Oréal.

VIKTOR + ROLF



By:
Title:

J. MONTEIRO
Chief Trademark Counsel