

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Van Cleef & Arpels Logistics S.A.		11/23/2006	CORPORATION: SWITZERLAND

RECEIVING PARTY DATA	
Name:	Van Cleef & Arpels SA
Street Address:	8 Route de Chandolan
City:	1752 Villars-sur-glane
State/Country:	SWITZERLAND
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Registration Number:	2857257	101
Registration Number:	2751878	ALHAMBRA
Registration Number:	2798337	DOMINO
Registration Number:	2986747	LIANE
Registration Number:	3089012	MINAUDIERE
Registration Number:	2811037	THE PLUIE COLLECTION
Registration Number:	1767849	TSAR DE VAN CLEEF & ARPELS
Registration Number:	1904876	VAN CLEEF
Registration Number:	1602394	VAN CLEEF & ARPELS
Registration Number:	1603678	VAN CLEEF & ARPELS
Registration Number:	2692672	VC A
Registration Number:	1584572	VCA
Registration Number:	1415794	VAN CLEEF & ARPELS
Registration Number:	2936247	VAN CLEEF & ARPELS
Registration Number:	0971523	VAN CLEEF & ARPELS

CH \$440.00 2857257

Registration Number:	1445858	VAN CLEEF & ARPELS
Registration Number:	2930762	VCA

**CORRESPONDENCE DATA**

Fax Number: (212)813-5901  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212-813-5900  
Email: dsullivan@frosszelnick.com  
Correspondent Name: Lawrence Eli Apolzon  
Address Line 1: Fross Zelnick Lehrman & Zissu, P.C.  
Address Line 2: 866 United Nations Plaza  
Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER: VCA - 0701154

**DOMESTIC REPRESENTATIVE**

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER: Lawrence Eli Apolzon

Signature: /diana sullivan/

Date: 03/19/2007

Total Attachments: 0

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