

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Thierry Besins		11/20/2006	INDIVIDUAL: FRANCE

RECEIVING PARTY DATA

Name:	Lancome Parfums et Beaute & Cie
Street Address:	29, Rue du Faubourg Saint-Honore
City:	Paris
State/Country:	FRANCE
Postal Code:	75008
Entity Type:	Societe en Nom Collectif: FRANCE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	76665734	R.A.R.E.

CORRESPONDENCE DATA

Fax Number: (212)318-6847
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-318-6037
 Email: rls@paulhastings.com
 Correspondent Name: Robert L. Sherman
 Address Line 1: Paul, Hastings, Janofsky & Walker LLP
 Address Line 2: 75 East 55th Street
 Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	29172.98974 - R.A.R.E.
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DOMESTIC REPRESENTATIVE

Name: Robert L. Sherman
 Address Line 1: Paul, Hastings, Janofsky & Walker LLP
 Address Line 2: 75 East 55th Street

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Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:

Robert L. Sherman

Signature:

/rls/

Date:

04/11/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This ASSIGNMENT is effective as of November 20, 2006, between Thierry Besins ("Besins"), an individual having an address at 124 rue de la Faisanderie, Paris, France 75116 and Lancôme Parfums et Beaute & Cie ("Lancôme"), a Société en nom collectif, with offices at 29, Rue du Faubourg Saint-Honoré, Paris, France 75008.

WHEREAS, Besins represents that (i) he is the owner of all rights, title and interest in and to the trademark R.A.R.E. (Appl. Ser. No. 76/665,734) to be used on and in connection with bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices in Class 3, import, export services, trade representations, retail sale in shops and through world computer nets of preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices in class 35 and services of distribution, transport, package and storage of preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices in class 39 (the "Mark"); (ii) his 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) he 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, Besins hereby assigns absolutely to Lancôme 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, and all




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common law rights in the Mark, as well as the right to commence an action for past or future infringement.

Besins undertakes that:

- (a) He will perform all acts and execute all documents necessary or desirable for further assuring the right, title and interest to the Mark in Lancôme, including the corresponding goodwill, and will cooperate with Lancôme to record this Assignment with the United States Patent and Trademark Office, if necessary;
- (b) He will not commit any act, matter or thing that may directly or indirectly challenge, prejudice or invalidate the Mark, its use or registration by Lancôme, its successors and assigns, or this assignment to Lancôme.



By: Thierry Besins