

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
Clinique La Prairie Lifestyle, LLC		05/08/2007	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	Clinique La Prairie Franchising SA		
Street Address:	Route Principale 25		
City:	Courcevaux		
State/Country:	SWITZERLAND		
Postal Code:	1796		
Entity Type:	JOINT STOCK COMPANY: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76605885	CLINIQUE LA PRAIRIE	
CORRESPONDENCE DATA			
Fax Number:	(202)756-3333		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(202) 756-3358		
Email:	edward.prince@alston.com		
Correspondent Name:	Edward M. Prince		
Address Line 1:	950 F Street, N.W.		
Address Line 2:	The Atlantic Building		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004-1404		
DOMESTIC REPRESENTATIVE			
Name:	Edward M. Prince		
Address Line 1:	950 F Street, N.W.		
Address Line 2:	The Atlantic Building		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004-1404		

OP \$40.00 76605885

NAME OF SUBMITTER:	Edward M. Prince
Signature:	/Edward M. Prince/
Date:	05/25/2007
Total Attachments: 2 source=Clinique La Prairie assignment#page1.tif source=Clinique La Prairie assignment#page2.tif	

ASSIGNMENT

WHEREAS, Clinique La Prairie Lifestyle, LLC, a Florida limited liability company, having a place of business at 2800 Biscayne Blvd., Suite 300, Miami, Florida 33137, United States of America (hereinafter referred to as "Assignor"), is the owner of United States Application 76/605,885 for the mark CLINIQUE LA PRAIRIE and the goodwill of the business associated therewith;

WHEREAS, Clinique La Prairie Franchising SA, a Swiss joint stock company, having its principal place of business at Route Principale 25, 1796 Courgevaux, Switzerland (hereinafter referred to as "Assignee"), is desirous of acquiring the mark CLINIQUE LA PRAIRIE, the goodwill of the business associated therewith, and United States Application No. 76/605,885 therefor;

NOW, THEREFORE, Assignor, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, hereby assigns and transfers to said Assignee, its successors, assigns and legal representatives the entire right, title and interest in and to the above trademark, the goodwill of the business associated therewith and United States Application No. 76/605,885 therefor, together with all rights of action accrued and to accrue under and by virtue hereof, including the right to sue and recover for past infringement of said trademark.

LEGAL01/13(205647)

IN WITNESS WHEREOF, Assignor has caused this instrument to be signed on the date indicated below.

CLINIQUE LA PRAIRIE LIFESTYLE, LLC

By: 

Name: Gregg Covin
Title: Member

Date: 5/8/07

LEGAL01/13020364v1