

**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 S.A.		02/28/2007	corporation/joint stock company: SWITZERLAND

**RECEIVING PARTY DATA**

Name:	Clinique La Prairie Franchising SA
Street Address:	Route Principale 25
City:	Courgevaux
State/Country:	SWITZERLAND
Postal Code:	1796
Entity Type:	JOINT STOCK COMPANY: SWITZERLAND

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Registration Number:	2100848	CLP
Registration Number:	1379697	CLINIC LA PRAIRIE
Registration Number:	1362585	CLP

**CORRESPONDENCE DATA**

Fax Number: (202)756-3333  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 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

OP \$90.00 2100848

Address Line 1: 950 F Street, N.W.

Address Line 2: The Atlantic Building

Address Line 4: Washington, DISTRICT OF COLUMBIA 20004-1404

NAME OF SUBMITTER:	Edward M. Prince
Signature:	/Edward M. Prince/
Date:	05/30/2007

**Total Attachments: 3**

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## ASSIGNMENT

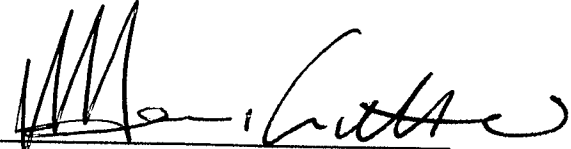
WHEREAS, Clinique La Prairie S.A., a Swiss corporation/joint stock company, having its principal place of business at Chemin de la Prairie 2-10, 1815 Montreux-Clarins, Switzerland (hereinafter referred to as "Assignor"), is the owner of the entire right, title and interest in and to the service marks shown in Schedule A, together with the goodwill of the business associated therewith and the United States registrations therefor; and

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 obtaining the entire right, title and interest in and to the marks shown in Schedule A, together with the goodwill of the business associated therewith and the United States registrations 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 service marks set forth in Schedule A, the goodwill of the business associated therewith and the United States and foreign registrations 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 marks.

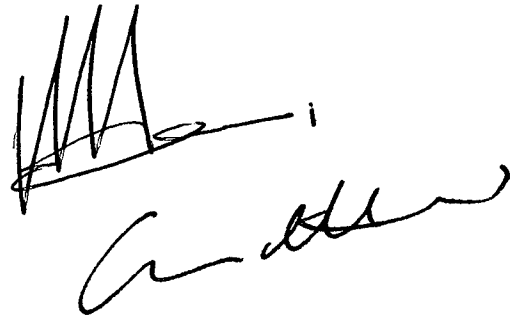
IN WITNESS WHEREOF, Assignor has caused this instrument to be signed on the date indicated below.

CLINIQUE LA PRAIRIE S.A.

By:   
Name: Adrian Meng      Gregor Mattli  
Title: Officer              Officer  
Date: 28.02.2007

**SCHEDULE A**

<u>Mark</u>	<u>Reg. No.</u>	<u>Issue Date</u>
CLP (Stylized)	2,100,848	September 30, 1997
CLINIC LA PRAIRIE (Stylized)	1,379,697	January 21, 1986
CLP (Stylized)	1,362,585	September 24, 1985

A handwritten signature in black ink, consisting of several vertical strokes followed by a horizontal line and a flourish.

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