

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	12/12/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
SOCIETA COMMERCIALE PROFUMI SRL	FORMERLY Max Mara Parfums S.r.L	12/12/2006	LTD LIAB JT ST CO: ITALY

RECEIVING PARTY DATA

Name:	Selective Beauty SA
Street Address:	La Plaine Montjoie 1
Internal Address:	rue des Bles
City:	St. Denis la Plaine
State/Country:	FRANCE
Postal Code:	93217
Entity Type:	LTD LIAB JT ST CO: FRANCE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78505401	MAXMARA

CORRESPONDENCE DATA

Fax Number: (703)685-0573
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (703) 521-2297
 Email: embon@young-thompson.com
 Correspondent Name: Mark Lebow
 Address Line 1: 745 South 23rd Street
 Address Line 2: Suite 200
 Address Line 4: Arlington, VIRGINIA 22202

ATTORNEY DOCKET NUMBER: 2537-1015

DOMESTIC REPRESENTATIVE

900083490

**TRADEMARK
 REEL: 003594 FRAME: 0068**

CH \$40.00 78505401

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

NAME OF SUBMITTER:

Mark Lebow

Signature:

/Mark Lebow/

Date:

08/03/2007

Total Attachments: 1
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ASSIGNMENT OF MARK & REGISTRATION

Whereas SOCIETÀ COMMERCIALE PROFUMI SRL ("Assignor"), an Italian joint stock company with limited liability having an address at Via Vincezo Monti N. 8, Milano 20123, Italy VAT No. 03692100963, is the owner of all title and interest in and to the U.S. Application No. 78/505,401 for the mark MAXMARA & DESIGN, filed in the U.S. Patent and Trademark Office on October 25, 2004; and

Whereas SELECTIVE BEAUTY SA ("Assignee"), a French joint stock company with limited liability located at La Plaine Montjoie -1, rue des Bles, 93217 St. Denis la Plaine, France, acquired all right, title and interest in and to said mark and the registration thereof, together with the goodwill of the business associated with the mark, as of 12/12/2006;

Whereas, the parties desire to ratify said assignment;

Now, therefore, for and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, assignor does hereby assign to assignee all rights, title and interest in and to said mark and the registration thereof, together with the good will of the business symbolized by the mark, as of 12/12/2006.

SOCIETÀ COMMERCIALE PROFUMI SRL

By: 

Printed name: Andrea De Vecchi

Title: Liquidator

Date: August 3rd, 2007