

**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
CM EQUITIUM IP, LLC		09/13/2007	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

Name:	Caswell-Massey IP, LLC
Street Address:	1001 BRICKELL BAY DRIVE
Internal Address:	SUITE 244
City:	MIAMI
State/Country:	FLORIDA
Postal Code:	33131
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 15**

Property Type	Number	Word Mark
Registration Number:	2873432	GIFTS OF THE SEA
Registration Number:	3202469	GIFTS OF THE SEA
Registration Number:	2549108	THE FRAGRANT WORLD OF CASWELL-MASSEY
Registration Number:	2353729	TRICORN
Registration Number:	2289596	FAIR OF FACE
Registration Number:	2243268	SECRETS WORTH KNOWING
Registration Number:	2189681	HOT PATCHOULI
Registration Number:	2244845	DR. HUNTER'S
Registration Number:	2639888	DR. HUNTER'S ORIGINAL REMEDIES
Registration Number:	2007234	ELIXIR OF LOVE
Registration Number:	1924989	CASWELL-MASSEY AMERICA'S OLDEST CHEMISTS AND PERFUMERS ESTABLISHED 1752
Registration Number:	1924983	NUMBER SIX

OP \$390.00 2873432

Registration Number:	1303226	CASWELL-MASSEY
Registration Number:	1127138	THE FRAGRANT WORLD OF CASWELL-MASSEY
Registration Number:	1119488	CASWELL-MASSEY

**CORRESPONDENCE DATA**

Fax Number: (202)393-5350  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 202 638 6666  
Email: trademark@jhip.com  
Correspondent Name: George W. Lewis  
Address Line 1: 400 7th Street NW  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20007

ATTORNEY DOCKET NUMBER:	11921/G11921
NAME OF SUBMITTER:	George W. Lewis
Signature:	/george lewis/
Date:	12/04/2007

Total Attachments: 0

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