

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Shakira Isabel Mebarak		01/22/2008	INDIVIDUAL: COLOMBIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Geneurope Holding B.V.		
<b>Street Address:</b>	Locatellikade 1		
<b>Internal Address:</b>	1076 AZ		
<b>City:</b>	Amsterdam		
<b>State/Country:</b>	NETHERLANDS		
<b>Postal Code:</b>	1076		
<b>Entity Type:</b>	COMPANY: NETHERLANDS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77236185	SHAKIRA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)798-6902		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	mshine@pryorcashman.com		
<b>Correspondent Name:</b>	Brad D. Rose		
<b>Address Line 1:</b>	410 Park Ave., 10th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10022		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			
<b>Address Line 1:</b>			
<b>Address Line 2:</b>			
<b>Address Line 3:</b>			
<b>Address Line 4:</b>			

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NAME OF SUBMITTER:	Brad D. Rose
Signature:	/Brad D. Rose/
Date:	01/29/2008
Total Attachments: 3 source=SHAKIRA_Assign_1#page1.tif source=SHAKIRA_Assign_2#page1.tif source=SHAKIRA_Assign_3#page1.tif	

## TRADEMARK ASSIGNMENT

This Agreement (hereinafter the "Agreement") is made and entered into effective January 28, 2008 (hereinafter the "Effective Date") by and between Shakira Isabel Mebarak, (hereinafter "Assignor"), an individual and citizen of Colombia, with an address at c/o Pryor Cashman Sherman & Flynn LLP, 410 Park Avenue, New York, New York 10022, on the one hand, and Geneurope Holding BV (hereinafter "Assignee"), a company organized under the laws of the Netherlands, with an address at Locatellikade 1, 1076 AZ Amsterdam, the Netherlands, on the other hand;

WHEREAS, Assignor owns the trademark applications and registrations for the mark SHAKIRA (hereinafter the "Mark") in class 3 in the United States, Canada, European Union and New Zealand, as shown in Schedule A attached hereto; and

WHEREAS, Assignee wishes to acquire from Assignor all right, title and interest in, to and under such Mark with regard to class 3 only.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, its successors, assigns and legal representatives forever, Assignor's entire right, title and interest throughout the world in and to such Mark, together with that part of the goodwill of Assignor's business connected with the use thereof and symbolized thereby, and any and all of Assignor's other rights, privileges and priorities provided under the United States, state or foreign law with respect to the Mark, including, without limitation, Assignor's common law rights and rights under the laws of unfair competition (hereinafter collectively referred to as the

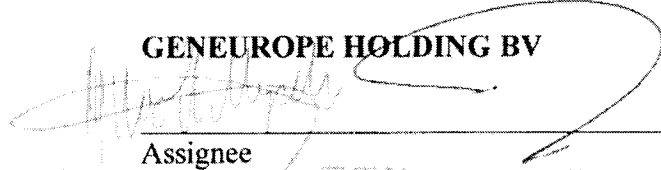
“Transferred Rights”), and any and all of Assignor’s rights to obtain renewals, reissues, and extensions for the Mark upon registration of the Mark throughout the world, or other legal protections pertaining to the Transferred Rights.

**SHAKIRA ISABEL MEBARAK**



Assignor  
Shakira Isabel Mebarak

**GENEUROPE HOLDING BV**



Assignee  
Name: TME Management B.V.  
Title: Managing Director

**SCHEDULE A**

**TRADEMARK PORTFOLIO – WORLDWIDE**

<b><u>Mark and Appl./Reg. No.</u></b>	<b><u>Country</u></b>
SHAKIRA Appl. Serial No. 77/236,185	United States
SHAKIRA Appl. Serial No. 1150663	Canada
SHAKIRA Appl. Serial No. 006268619	European Union
SHAKIRA Reg. No. 663054	New Zealand