

**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			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
G.P.C. Sales, Inc.		07/31/2008	CORPORATION: NEW YORK

RECEIVING PARTY DATA	
<b>Name:</b>	Five Star Fragrance Company, Inc.
<b>Street Address:</b>	35 Sawgrass Drive
<b>City:</b>	Bellport
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	11713
<b>Entity Type:</b>	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	75728676	JORDAN BY MICHAEL
Serial Number:	78597288	23 BY MICHAEL JORDAN
Serial Number:	78597276	BIJAN WICKED
Serial Number:	73793061	ELEGANT
Serial Number:	75535589	GALORE
Serial Number:	73658498	NORELL
Serial Number:	72336234	NORELL
Serial Number:	75524458	VIKING
Serial Number:	74602156	VIKING
Serial Number:	73241974	PAVLOVA

CORRESPONDENCE DATA	
Fax Number:	(203)975-7180
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	401.276.6405

CH \$265.00 75728676

Email: trademark@eapdlaw.com, jottaviani@eapdlaw.com,  
lhays@eapdlaw.com  
Correspondent Name: JOHN E. OTTAVIANI, ESQ.  
Address Line 1: Edwards Angell Palmer & Dodge, LLP  
Address Line 2: P.O.Box 130, FDR Station  
Address Line 4: New York, NEW YORK 10150

ATTORNEY DOCKET NUMBER:	46216.0009
NAME OF SUBMITTER:	John E. Ottaviani
Signature:	/jeo/
Date:	08/14/2008
<b>Total Attachments: 3</b> source=GPC to Five Star Assignment (non itu)#page1.tif source=GPC to Five Star Assignment (non itu)#page2.tif source=GPC to Five Star Assignment (non itu)#page3.tif	

## ASSIGNMENT OF TRADEMARKS

WHEREAS, G.P.C. Sales, Inc., a New York corporation with its principal place of business at 35 Sawgrass Drive, Bellport, New York 11713 ("Assignor"), is the owner of the trademark registrations and trademark applications set forth in Exhibit A attached hereto and made a part hereof; and

WHEREAS, FIVE STAR FRAGRANCE COMPANY, INC., a New York corporation with its principal place of business at 35 Sawgrass Drive, Bellport, New York 11713 ("Assignee"), desires to acquire all rights Assignor has or may have in such trademark registrations and applications.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto Assignee all of its right, title and interest in and to the trademark registrations and trademark applications listed in Exhibit A, together with the goodwill of the business symbolized by the marks and the listed registrations in the listed jurisdictions; the trademarks to be held by Assignee for its own use and enjoyment and for the use and enjoyment of its successors and assigns as fully and entirely as they would have been held and enjoyed by Assignor had such assignment not been made.

Assignor hereby authorizes and requests the duly authorized officials of each jurisdiction identified in Exhibit A to take such action as may be required to give effect to the sale, assignment and transfer made herein, including the issuance of any trademark registrations on Exhibit A to Assignee, its successors and assigns; and Assignor further agrees to do all things as Assignee may reasonably request (at Assignee's expense) to effectuate such sale, assignment and transfer in respect to each such trademarks.

[Signature page follows]

IN WITNESS WHEREOF, Assignor, expressly intending to be legally bound hereby, has caused this assignment to be executed by its duly authorized officer as of the 31 day of July, 2008

G.P.C. Sales, Inc.

By: Michael W. Katz  
Michael Katz  
Title: Executive Vice President

STATE OF NEW YORK

COUNTY OF New York

On this 31 day of July, 2008, before me appeared Michael Katz, Executive V.P. of G.P.C. Sales, Inc., the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified Assignor, with authority to do so.

[Signature]  
Notary Public  
My Commission Expires:  
\_\_\_\_\_

GLENN M. HUZINEC  
Notary Public, State of New York  
No. 01HU4873127  
Qualified in Kings County & New York County  
Commission Expires Oct. 6, 2010

**EXHIBIT A**

**REGISTERED AND PENDING TRADEMARKS**

<b>Mark</b>	<b>Country</b>	<b>Serial No.</b>	<b>Filing Date</b>	<b>Reg. No.</b>	<b>Reg. Date</b>
JORDAN BY MICHAEL	U.S.	75/728,676	06/15/1999	2,462,544	06/19/2001
23 BY MICHAEL JORDAN	U.S.	78/597,288	03/29/2005	3,319,857	10/23/2007
BIJAN WICKED	U.S.	78/597,276	03/26/2005	3,455,256	06/24/2008
ELEGANT	U.S.	73/793,061	04/13/1989	1,600,224	06/12/1990
GALORÉ	U.S.	75/535,589	08/11/1969	2,363,173	06/27/2000
NORELL	U.S.	73/658,498	04/06/1987	1,467,901	12/08/1987
NORELL	U.S.	72/336,234	08/20/1969	901,649	10/27/1970
VIKING	U.S.	75/524,458	07/23/1998	2,381,808	08/29/2000
VIKING	U.S.	74/602,156	11/22/1994	2,074,225	06/24/1997
PAVLOVA	U.S.	73/241,974	12/07/1979	1210189	09/28/1982