

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
PARFUMS VAN CLEEF & ARPELS S.A.		12/19/2006	COMPANY: FRANCE
RECEIVING PARTY DATA			
Name:	VAN CLEEF & ARPELS S.A.		
Street Address:	8 route de Chandolan		
City:	CH-1752 Villars-sur-Glane		
State/Country:	SWITZERLAND		
Entity Type:	COMPANY: SWITZERLAND		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1640145	FIRST	
Registration Number:	1749725	GEM	
Registration Number:	2798692	MURMURE	
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-813-5900		
Email:	anicolescu@fzlj.com		
Correspondent Name:	LAWRENCE E. APOLZON		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	VCA 0701154		
DOMESTIC REPRESENTATIVE			

CH \$90.00 1640145

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

NAME OF SUBMITTER:

Lawrence E. Apolzon

Signature:

/anca nicolescu/

Date:

10/31/2008

Total Attachments: 2

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DEED OF ASSIGNMENT

THIS DEED OF ASSIGNMENT is made between PARFUMS VAN CLEEF & ARPELS S.A (hereinafter referred to as the "Assignor") a company incorporated under the laws of France with offices at 20-26 Boulevard du Parc, 92200 Neuilly sur Seine, France and VAN CLEEF & ARPELS S.A (hereinafter referred to as the "Assignee") a company incorporated under the laws of Switzerland with offices at 8 route de Chandolan, CH-1752 Villars-sur-Glâne, Switzerland

WHEREAS the Assignor is the owner of all right title and interest in and to the trademarks details of which are set out in the Schedule hereto (hereinafter referred to as "The Marks")

AND WHEREAS the Assignor has agreed to assign all right, title and interest in and to The Marks to the Assignee

The Assignor, for good and valuable consideration, receipt of which is hereby acknowledged, hereby assigns to the Assignee all right, title and interest in and to the Marks TOGETHER WITH the goodwill of the business in which the Marks and identified registrations are and/or have been used and have come to symbolize, and the goodwill and all the rights and/or the reputation which the Assignor may have acquired through the use by or on behalf of the Assignor and all rights of use and other benefits and advantages in any manner accruing to the Assignor

Executed at Neuilly this 19 day of December 2006

Assignor: Agnes Ragu

Name: AGNES HASSELMANN RAGUET

Title: proxy holder

FIRST SCHEDULE

USA

Trademark	Class	Reg / App Number
BIRMANE	3	2,482,978
FIRST	3	1,640,145
GEM	3	1,438,855
GEM	3	1,749,725
MURMURE	3	2,798,692
ZANZIBAR	3	2,929,063
ZANZIBAR	3	2,497,410