

TO: JEFFREY M. FURR COMPANY:

09-21-2009



103574620

Electronic Version v1.1  
Stylesheet Version v1.109/02/2009  
900142363

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name		Formerly	Execution Date
Trio Selection, Inc.			08/09/2009
		Entity Type	
		CORPORATION: CANADA	
RECEIVING PARTY DATA			
Name:		Coty Deutschland GmbH	
Street Address:		Fort Malakoff Park Heintrasse 4E	
City:		Mainz	
State/Country:		GERMANY	
Postal Code:		55118	
Entity Type:		GmbH: GERMANY	
PROPERTY NUMBERS Total: 1			
Property Type		Number	Word Mark
Serial Number:		78956016	COVET
CORRESPONDENCE DATA			
Fax Number:		(740)892-3880	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:		740-892-2118	
Email:		JeffMFurr@aol.com	
Correspondent Name:		Jeffrey M. Furr	
Address Line 1:		2622 Debolt Road	
Address Line 4:		Utica, OHIO 43080	
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			
Address Line 4:			

OP \$40.00 78956016

TO: JEFFREY M. FURR COMPANY: 2622 DEBOLT ROAD

NAME OF SUBMITTER:	Jeffrey M. Furr
Signature:	/jmf/
Date:	09/02/2009
Total Attachments: 2 source=covetass#page1.tif source=covetass#page2.tif	



United States Patent and Trademark Office

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**Electronic Trademark Assignment System**

Trademark Assignment Recordation Form

Navigation: Guidelines • Conveyance Type • Correspondence • Conveyer • Receiver • Property • Attachments • Sign

ETAS v 1.5.2

PTO-1594 (Rev. 10/02)

OMB No. 0651-0027 (Exp. 03/31/2012)

**Signature**

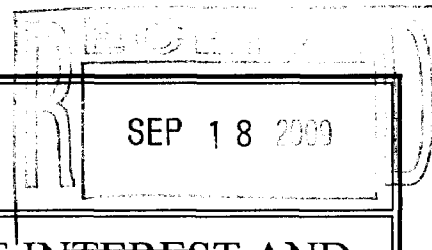
The request must be signed by the filer. The request will not be "signed" in the sense of a traditional paper document. To sign the request, the signer must enter any combination of printable characters that have been adopted to serve the function of a signature, preceded and followed by the forward slash(/) symbol. Acceptable "signatures" could include: /john doe/; /jd/; and /123-4567/.

Sign the request by completing the following fields

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

Document ID # 900142363



<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Trio Selection, Inc.		06/09/2009	CORPORATION: CANADA

**RECEIVING PARTY DATA**

<b>Name:</b>	Coty Deutschland GmbH
<b>Street Address:</b>	Fort Malakoff Park Heintrasse 4E

<b>City:</b>	Mainz
<b>State/Country:</b>	GERMANY
<b>Postal Code:</b>	55116
<b>Entity Type:</b>	GmbH: GERMANY

**PROPERTY NUMBERS Total: 1**

<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
<b>Serial Number:</b>	78956016	COVET

**CORRESPONDENCE DATA**


**Fax Number:** (740)892-3860  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** 7408922118  
**Email:** JeffMFurr@FurrLawFirm.com  
**Correspondent Name:** Jeffrey M. Furr  
**Address Line 1:** 2622 Debolt Road  
**Address Line 4:** Utica, OHIO 43080

**DOMESTIC REPRESENTATIVE**

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

**Total Attachments: 2**

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source=covetassignment#page2.tif

<b>Signature: *</b>	
<b>Name: *</b>	J. R. Furr
<b>Date:</b>	09/14/2009

Next Screen

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09/14/2009 11:23 AM EDT

TO: JEFFREY M. FURR COMPANY: 2622 DEBOLT ROAD

**TRADEMARK ASSIGNMENT AGREEMENT**THIS AGREEMENT made effective as of the 9 day of June 2009.

BETWEEN:

**TRIO SELECTION INC.**

With its place of business located at 353 Chabanel Ouest, 2<sup>nd</sup> Floor  
Montreal, Quebec, Canada H2N 2G1  
(the "Assignor")

-and-

**COTY DEUTSCHLAND GmbH**

With its place of business located at Fort Malakoff Park  
Heinrasse 4E, Mainz 55116, Germany  
(the "Assignee")

**WHEREAS:**

- A. The Assignor is the record owner of US Application No. 78/956,016 for the trademark, **COVET**, in class 3 (the "Mark"), with the United States Patent and Trademark Office;
- B. The Assignee uses the trademark, **COVET**, in commerce in the United States in connection with fragrance products, among other goods in class 3;
- C. The Assignor desires to assign to the Assignee, and the Assignee desires to accept from the Assignor all right, title, and interest in and to the Mark, together with the goodwill of the business, and all common law rights, associated with the Mark;

NOW THEREFORE THIS AGREEMENT WITNESSES that in consideration of the mutual covenants contained in this Agreement and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the parties, the parties hereby agree as follows:

1. The Assignor hereby assigns, transfers, and conveys to the Assignee all right, title, and interest in and to the Mark, together with (1) the goodwill of the business with which the Mark is associated in the United States; (2) any and all common law rights, title, and interest associated with the Mark in the United States; and (3) all causes of action, claims and demands and other rights for, or arising from, any infringement, including past infringements, of the Mark.

TO: JEFFREY M. FURR COMPANY: 2622 DEBOLT ROAD

- 2. The Assignor further agrees to perform such other lawful acts and to execute such confirmatory assignments and other legal documents as the Assignee, or its counsel, may from time to time reasonably request to effect fully this Assignment and to permit the Assignee to be duly recorded as the owner of the rights hereby conveyed.

IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment Agreement as of the date first above written.

Trio Selection Inc.

Coty Deutschland GmbH

Signature

Signature

Name

Name

Title

Title

Date

Date

US200011102045.1