

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Regions Bank		02/16/2010	banking corporation: ALABAMA
RECEIVING PARTY DATA			
Name:	Parlux Fragrances, Inc.		
Street Address:	5900 North Andrews Avenue		
Internal Address:	Suite 500		
City:	Fort Lauderdale		
State/Country:	FLORIDA		
Postal Code:	33309		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1629657	LIMOUSINE	
Registration Number:	1987290	HYPNOTIC	
Registration Number:	1660537	FLETCHER 2100	
CORRESPONDENCE DATA			
Fax Number:	(404)581-8330		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	404-581-8275		
Email:	srbrown@jonesday.com		
Correspondent Name:	Sidney R. Brown		
Address Line 1:	1420 Peachtree Street, N.E.		
Address Line 2:	Suite 800		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	397168-600030		
NAME OF SUBMITTER:	Sidney R. Brown		

TRADEMARK

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Signature:	/Sidney R. Brown/
Date:	02/17/2010
Total Attachments: 2 source=Regions Bank Parlux Release of Trademarks#page1.tif source=Regions Bank Parlux Release of Trademarks#page2.tif	

RELEASE OF TRADEMARKS

1.

PARLUX FRAGRANCES, INC., a corporation organized and existing under the laws of the State of Delaware, having an address at 5900 North Andrews Avenue, Suite 500, Fort Lauderdale, FL 33309 ("**Grantor**"), entered into that certain Patent and Trademark Security Agreement dated as of July 22, 2008, and recorded in the United States Patent and Trademark Office on November 4, 2008, at Reel 003882, Frame 0801 (the "**Security Agreement**"), whereby REGIONS BANK, a banking corporation organized and existing under the laws of the State of Alabama, and having an address at c/o Regions Bank, 100 S.E. Third Ave., 17th Floor, Fort Lauderdale, FL 33394 ("**Lender**"), was granted a security interest in the trademarks and federal registrations for the same listed on Schedule A, attached hereto and incorporated herein by this reference (collectively, the "**Marks**").

2.

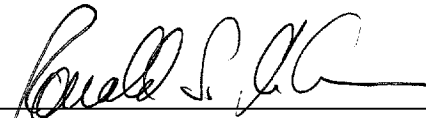
The Lender, without representation, warranty or recourse of any sort, hereby terminates, releases and discharges all its security interest in the Marks and all other security interests granted under the Security Agreement with respect to the Marks. Any right, title or interest of the Lender in such Marks shall hereby cease and become void. Any security interests granted in by Grantor to Lender in trademarks other than the Marks shall remain in full force and effect.

3.

The Lender hereby agrees to duly execute, acknowledge, procure and deliver any further documents and to do such other acts as may be reasonably necessary to effect the release of the security interest contemplated hereby at Grantor's sole cost and expense.

IN WITNESS WHEREOF, the Lender has caused this document to be executed on its behalf as of the 16th day of February, 2010.

REGIONS BANK, an Alabama Bank

By: 
Name: Ronald S. Cohn
Title: Senior Vice President

Schedule A
to
Release of Trademarks

Mark	Reg. No.	Reg. Date	Serial No.	Filing Date
LIMOUSINE	1,629,657	12/25/1990	74/004,409	11/21/1989
HYPNOTIC	1,987,290	07/16/1996	74/727,655	09/11/1995
FLETCHER 2100	1,660,537	10/15/1991	74/121,329	12/07/1990