

TRADEMARK ASSIGNMENT

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 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
L'Oreal		06/09/2010	French Societe Anonyme: FRANCE
RECEIVING PARTY DATA			
Name:	Giorgio Armani S.P.A., Milan Swiss Branch Mendrisio		
Street Address:	Via Penate 4		
City:	Mendrisio		
State/Country:	SWITZERLAND		
Postal Code:	CH-6850		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3771978	ATTITUDE	
CORRESPONDENCE DATA			
Fax Number:	(212)336-8001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-336-8000		
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Correspondent Name:	Holly Pekowsky, Esq.		
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ATTORNEY DOCKET NUMBER:	37475/203		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

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**TRADEMARK
 REEL: 004246 FRAME: 0067**

Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Holly Pekowsky

Signature:

/Holly Pekowsky/

Date:

07/21/2010

Total Attachments: 1

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U.S. TRADEMARK ASSIGNMENT

WHEREAS, L'Oreal, a French societe anonyme having an office and place of business at 14 rue Royale, Paris 75008, France ("Assignor") is the owner of the trademark ATTITUDE (the "Mark"), and the related U.S. Trademark Registration No. 3,771,978 (the "Registration"); and

WHEREAS, Giorgio Armani S.P.A., Milan Swiss Branch Mendrisio, a Swiss corporation having an office and place of business at Via Penate 4 CH-6850 Mendrisio, Switzerland ("Assignee") desires to acquire all of Assignor's right, title and interest in and to the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby assigns unto Assignee, its successors and assigns, the entire right, title and interest in and to the Mark (including, without limitation, the Registration), together with the goodwill of the business connected with and symbolized by the Mark, and all income, royalties, damages and payments now or hereafter due or payable in respect to the Mark and all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement and/or dilution of the same.

Executed as of 9th JUNE 2010

L'OREAL

J. MONTEIRO
Chief Trademark Counsel

By _____
Name:
Title:

