

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
Liberty Cosmetics Limited		09/01/2009	CORPORATION: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Liberty Public Limited Company		
Street Address:	179 Great Portland Street		
City:	London W1W 5LS		
State/Country:	UNITED KINGDOM		
Entity Type:	COMPANY: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1376638	LIBERTY	
CORRESPONDENCE DATA			
Fax Number:	(202)906-8669		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-906-8618		
Email:	ipmail@dykema.com		
Correspondent Name:	Eric T. Fingerhut		
Address Line 1:	1300 I Street, N.W.		
Address Line 2:	Suite 300 West		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005		
ATTORNEY DOCKET NUMBER:	066389.0057		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

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**TRADEMARK
 REEL: 004412 FRAME: 0990**

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Eric T. Fingerhut
Signature:	/eric t. fingerhut/
Date:	11/11/2010

Total Attachments: 2

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ASSIGNMENT OF U.S. TRADEMARK REGISTRATION

WHEREAS, Liberty Cosmetics Limited, a corporation of the United Kingdom, having its registered office at The Gables, Goostrey Lane, Twemlow Green, Near Holmes Chapel, Cheshire, CW4 8BH, United Kingdom, (hereinafter ASSIGNOR), is the owner of the trademark rights and goodwill in and to the registered U.S. Trademark Registration No. 1376656 for the mark LIBERTY for cologne in International Class 03 (TRADEMARK).

WHEREAS, Liberty Public Limited Company, a company of the United Kingdom, having a business address at 179 Great Portland Street, London, W1W 5LS, United Kingdom, (hereinafter ASSIGNEE), is desirous of formally acquiring the said trademark rights and goodwill in and to the TRADEMARK, by express assignment;

NOW, THEREFORE, for the consideration of \$1,500. U.S. dollars and other good and valuable consideration in hand receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and set over unto ASSIGNEE, its legal representatives, successors, and assigns, the right, title and interest of assignor in and to the said TRADEMARK, together with the business symbolized thereby and goodwill

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appurtenant thereto, the right to sue and recover for damages for past infringement thereof, all applications to register same, and all licenses and other agreements relating to same. For the avoidance of doubt it is agreed that assignor shall not incur any liability whatsoever arising from this assignment.

I hereby set my hand this 16th day of September 2009.

ASSIGNOR:
LIBERTY COSMETICS LIMITED

By: 

Name: C. T. HAWORTH

Title: LIQUIDATOR

ASSIGNEE:
LIBERTY PUBLIC LIMITED COMPANY

By: 

Name: Paul Harris

Title: F.D.

1036774; 2AE; 6AE v2