

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

To the director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

General Electric Capital Corporation

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State
☐ Other: _____

Citizenship (see guidelines) New York

Execution Date(s) January 7, 2011

Additional names of conveying parties attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☐ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☒ Other Release of Security Interest in Trademark as recorded on August 27, 2008, Reel 003843, Frame 0889

2. Name and address of receiving party(ies)

☒ Yes

Additional names, addresses, or citizenship attached?

☐ No

Name: Niche Marketing Group, Inc.

Internal

Address: _____

Street Address: 35 Sawgrass Drive

City: Bellport

State: NY

Country: USA

Zip: 11713

- ☐ Association Citizenship _____
☐ General Partnership Citizenship _____
☐ Limited Partnership Citizenship _____
☒ Corporation Citizenship New York
☐ Other ☐ Citizenship

If assignee is not domiciled in the United States, a domestic representative designation is attached. ☐ Yes ☒ No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and Identification or description of the Trademark.

A. Trademark Application No.(s) See Attached Schedule A

B. Trademark Registration No.(s) See Attached Schedule A

Additional sheet(s) attached? ☒ Yes ☐ No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown)

5. Name address of party to whom correspondence concerning document should be mailed:

Name: Susan O'Brien

Internal Address: UCC Direct Services

Street Address: 187 Wolf Road, Suite 101

City: Albany

State: NY

Zip: 12205

Phone Number: 800-342-3676

Fax Number: 800-962-7049

Email Address: cls-udsalbany@wolterskluwers.com

6. Total number of applications and registrations involved:

81

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 1540-

- ☒ Authorized to be charged by credit card
☐ Authorized to be charged to deposit account
☐ Enclosed

8. Payment Information:

a. Credit Card

Last 4 Numbers 5683

Expiration Date 10/12

b. Deposit Account Number _____

Authorized User Name: _____

9. Signature:

Signature

Mercedes Farinas
Name of Person Signing

Date 1/10/11
Total number of pages including cover sheet, attachments, and document. 8

Documents to be recorded (including cover sheet) should be faxed to (703) 308-8995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

OP \$1540.00 77169281

Additional Receiving Parties:

Aladdin Fragrances, Inc. - New York
Five Star Fragrance Company - New York
Model Reorg Acquisition, LLC - Delaware
Perfumania, Inc. - Florida
Ten Kesef II, Inc. - Florida

Address for Additional Receiving Parties:

35 Sawgrass Drive
Bellport, NY 11713

SCHEDULE A
TO
RELEASE OF SECURITY INTEREST IN TRADEMARKS
LIST OF TRADEMARKS AND TRADEMARK APPLICATIONS
AND RELATED RIGHTS

Trademark	App/Reg No.	Appl./Reg.	Status
REALM	2099664	NICHE MARKETING GROUP, INC.	Active
MEN'S BOTTLE DEVICE	2061700	NICHE MARKETING GROUP, INC.	Active
WOMEN'S BOTTLE DEVICE	2105624	NICHE MARKETING GROUP, INC.	Active
REALM	1867411	NICHE MARKETING GROUP, INC.	Active
LUTECE STYLIZED	1965064	ALADDIN FRAGRANCES INC.	Active
MEN'S BOTTLE DEVICE	1868809	NICHE MARKETING GROUP, INC.	Active
REALM	1975469	NICHE MARKETING GROUP, INC.	Active
INNER REALM (SPECIAL FORM)	2169749	NICHE MARKETING GROUP, INC.	Active
RAFFINEE	1264630	ALADDIN FRAGRANCES INC.	Active
SANTA FE	3261462	ALADDIN FRAGRANCES INC.	Active
SANTA FE	1509782	ALADDIN FRAGRANCES INC.	Active
SANTA FE BOTTLE DESIGN	3113402	ALADDIN FRAGRANCES INC.	Active
SANTA FE CONTAINER DESIGN	1537886	ALADDIN FRAGRANCES INC.	Active
SANTA FE DESIGN	1524108	ALADDIN FRAGRANCES INC.	Active
SANTA FE DESIGN	3261461	ALADDIN FRAGRANCES INC.	Active
SANTA FE DESIGN	2871305	ALADDIN FRAGRANCES INC.	Active
MATTESE NYC EYE DRAMA	77169281	FIVE STAR FRAGRANCE COMPANY, INC.	Pending

MATTESE NYC FULLY LOADED	77169242	FIVE STAR FRAGRANCE COMPANY, INC.	Pending
MATTESE NYC TWIST ON COLOR	77169220	FIVE STAR FRAGRANCE COMPANY, INC.	Pending
MICHAEL JORDAN	3539462	FIVE STAR FRAGRANCE COMPANY, INC.	Active
MICHAEL JORDAN LOGO	3555987	FIVE STAR FRAGRANCE COMPANY, INC.	Active
HYDRA PLUMP	3234875	FIVE STAR FRAGRANCE COMPANY, INC.	Active
SEDONA VALLEY SPA BY MALTESE	3200901	FIVE STAR FRAGRANCE COMPANY, INC.	Active
ESSENCE BIJAN	77482211	FIVE STAR FRAGRANCE COMPANY, INC.	Pending
JORDAN BY MICHAEL	2462544	FIVE STAR FRAGRANCE COMPANY, INC.	Active
23 BY MICHAEL JORDAN	3319857	FIVE STAR FRAGRANCE COMPANY, INC.	Active
BIJAN V.I.P.	3693507	FIVE STAR FRAGRANCE COMPANY, INC.	Active
BIJAN WICKED	3455256	FIVE STAR FRAGRANCE COMPANY, INC.	Active
ELEGANT	1600224	FIVE STAR FRAGRANCE COMPANY, INC.	Active
GALORE	2363173	FIVE STAR FRAGRANCE COMPANY, INC.	Active
NORELL	1467901	FIVE STAR FRAGRANCE COMPANY, INC.	Active
NORELL	0901649	FIVE STAR FRAGRANCE COMPANY, INC.	Active
VIKING	2381808	FIVE STAR FRAGRANCE COMPANY, INC.	Active
VIKING	2074225	FIVE STAR FRAGRANCE COMPANY, INC.	Active
PAVLOVA	1210189	FIVE STAR FRAGRANCE COMPANY, INC.	Active
DELICIOUS	3415546	MODEL REORG, INC.	Active

DELICIOUS FEELINGS	3121568	MODEL REORG, INC.	Active
SO DELICIOUS	3402908	MODEL REORG, INC.	Active
PHEROSE	3104337	NICHE MARKETING GROUP, INC.	Active
PHEROSE BY REALM	2935414	NICHE MARKETING GROUP, INC.	Active
COCONUT LIME PARADISE	77007261	PERFUMANIA, INC.	Pending
FOREVER AMBER	77007257	PERFUMANIA, INC.	Pending
JEROME PRIVEE MOMENTS	3877184	PERFUMANIA, INC.	Suspended
JEROME PRIVEE POUR LA MAISON	3477185	PERFUMANIA, INC.	Active
MAGNOLIA WHISPER	77007255	PERFUMANIA, INC.	Suspended
PINEAPPLE TROPICS	3445723	PERFUMANIA, INC.	Active
VANILLA TEMPTATION	77007277	PERFUMANIA, INC.	Suspended
VELVET CRUSH	770077281	PERFUMANIA, INC.	Pending
CLASS PERFUMES	2822934	PERFUMANIA, INC.	Active
JEROME PRIVEE	1829140	PERFUMANIA, INC.	Active
MAGNIFIQUE (STYLIZED LETTERS)	1577225	PERFUMANIA, INC.	Active
NATURES ELEMENTS	1747930	TEN KESEF II, INC.	Active
NATURE'S ELEMENTS	1756333	PERFUMANIA, INC.	Active
NATURES ELEMENTS AND DESIGN	1747649	TEN KESEF II, INC.	Active
NATURE'S ELEMENTS DESIGN	2810341	PERFUMANIA, INC.	Active

PERFUMANIA (BLOCK LETTERS)	1664568	PERFUMANIA, INC.	Active
PERFUMANIA (STYLIZED)	1528912	PERFUMANIA, INC.	Active
PERFUMANIA PLUS	2076058	PERFUMANIA, INC.	Active
PERFUMANIA.CO M	2643313	PERFUMANIA, INC.	Active
PERFUMES Y MAS! (STYLIZED)	3168219	TEN KESEF II, INC.	Active
WHERE THE BEST COSTS LESS	1874926	PERFUMANIA, INC.	Active

Trademark Licenses

1. Amended and Restated License Agreement dated December 27, 2002 between Five Star Fragrance (as successor in interest to G.P.C. Sales, Inc.), Bijan Fragrances, Inc. and Fashion World, Inc., and all amendments thereto, if any.
2. Agreement dated December 27, 2002 between Five Star Fragrance (as successor in interest to G.P.C. Sales, Inc.) and Michael Jordan, and all amendments thereto, if any.
3. July 29, 1999 License granted to Model by LPI Cosmetics, Inc. for the trademarks Gale Hayman's "Delicious" and Gale Hayman's "Feelings".
4. Licensing and Distribution Agreement dated as of April 1, 2000, as amended, among Societe de Gestion Pierre Cardin, Picaso Anstalt and Aladdin Fragrances, Inc.
5. Agreement, dated as of December 10, 1998, between Aladdin Fragrances, Inc. and Tsumura International Inc. for the acquisition of Santa Fe trademarks, and Pierre Cardin license.
6. License Agreement dated as of September 14, 1997 between Royal Copenhagen, A/S, a Denmark corporation, and G.P.C. Sales, Inc. (d/b/a Five Star Fragrance Company, a NY corporation) relating to the tradename "Royal Copenhagen."
7. License Agreement dated as of March 1, 1998 between Bill Blass, Ltd., a NY corporation and G.P.C. Sales, Inc. (d/b/a Five Star Fragrance Company, a NY corporation) relating to the trademarks "Bill Blass," "Bill Blass Hot," "Bill Blass Basic Black," "Bill Blass Signature" and the "BB" device.
8. License Agreement dated August 4, 1997 between Vicky Tiel S.A., a Swiss corporation, and G.P.C. Sales, Inc. (d/b/a Five Star Fragrance Company, a NY corporation) relating to

the trademarks "Vicky Tiel" and "Vicky Tiel Sirene" in plain or stylized form and the stylized symbol initials "VT".

9. Agreement, dated as of December 10, 1998, between Aladdin Fragrances, Inc. and Tsumura International Inc. for the acquisition of Santa Fe trademarks, and Pierre Cardin license.

RELEASE OF SECURITY INTEREST IN TRADEMARKS

WHEREAS, Niche Marketing Group, Inc., a New York corporation ("Niche"), Aladdin Fragrances, Inc., a New York corporation ("Aladdin"), Five Star Fragrance Company, a New York corporation ("Five Star"), Model Reorg Acquisition, LLC, a Delaware limited liability company ("Model Reorg"), Perfumania, Inc., a Florida corporation ("Perfumania") and Ten Kesef II, Inc., a Florida corporation ("Ten Kesef" and together with Niche, Aladdin, Five Star, Model Reorg and Perfumania, each a "Grantor" and collectively "Grantors") each granted a security interest in and lien upon certain trademarks, trademark applications and related rights to General Electric Capital Corporation, as Agent ("Secured Party") as set forth in the Trademark Security Agreement, dated as of August 11, 2008, by Grantors in favor of Secured Party (the "Trademark Security Agreement");

WHEREAS, an executed copy of the Trademark Security Agreement was recorded in the United States Patent and Trademark Office on August 27, 2008 at Reel 003843, Frame 0889;

WHEREAS, Grantors have requested that Secured Party release and reassign its interest in all of its United States registered trademarks and applications for United States registered trademarks identified in Schedule A annexed hereto and made a part hereof (the "Trademarks"), and all related rights, title and interest of each Grantor in the Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Secured Party hereby:

1. releases and conveys to each Grantor any and all liens, security interests, right, title and interest of Secured Party granted pursuant to the Trademark Security Agreement in the Trademarks, without recourse or representation or warranty, express or implied, of any kind or nature whatsoever;
2. agrees that any power of attorney or similar rights granted by any Grantor to Secured Party pursuant to the Trademark Security Agreement is terminated; and
3. authorizes and requests that the Patent and Trademark Office note and record the existence of the release hereby given.

IN WITNESS WHEREOF, Secured Party has caused this Release of Security Interest in Trademarks to be executed by its duly authorized officer this 27 day of January, 2011.

GENERAL ELECTRIC CAPITAL CORPORATION, as
Agent

By: [Signature]
Title: Duly Authorized Signatory

STATE OF New York)
) ss.:
COUNTY OF New York

On the 7th day of January 2011, before me personally came PHILIP F. CARFORA, to me known, who being by me duly sworn, did depose and say, that he/she is the Duly Authorized Signatory of General Electric Capital Corporation and that the foregoing instrument was signed on behalf of such corporation by order of said entity.


Notary Public

JOSEPHINE M. WILLIAMS
Notary Public, State of New York
No. 0198117747
Qualified in Kings County
Certificate Filed in New York County
Commission Expires Nov. 1, 2012

NY1321623