

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	06/25/2010

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Boucheron Holding		11/20/2010	CORPORATION: FRANCE

**RECEIVING PARTY DATA**

Name:	Guerlain S.A.
Street Address:	68, avenue des Champs-Elysees
City:	75008 Paris
State/Country:	FRANCE
Entity Type:	CORPORATION: FRANCE

**PROPERTY NUMBERS Total: 2**

Property Type	Number	Word Mark
Registration Number:	3199972	INITIAL
Registration Number:	3190368	INITIAL

**CORRESPONDENCE DATA**

Fax Number: (212)813-5901  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 212-813-5900  
 Email: anicolescu@fzlz.com  
 Correspondent Name: SUSAN UPTON DOUGLASS  
 Address Line 1: FROSS ZELNICK LEHRMAN & ZISSU, P.C.  
 Address Line 2: 866 UNITED NATIONS PLAZA  
 Address Line 4: NEW YORK, NEW YORK 10017

ATTORNEY DOCKET NUMBER: GNS 1005429

**DOMESTIC REPRESENTATIVE**

Name:

**900184947**

**TRADEMARK  
 REEL: 004486 FRAME: 0476**

**CH \$65.00 3199972**

Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:

Susan Upton Douglass

Signature:

/anca nicolescu/

Date:

02/25/2011

Total Attachments: 2

source=Executed confirmatory assignment to Guerlain (F0757152)#page1.tif

source=Executed confirmatory assignment to Guerlain (F0757152)#page2.tif

**CONFIRMATORY ASSIGNMENT**

WHEREAS, Boucheron Holding, a corporation organized and existing under the laws of France, located at 26 Place Vendome, 75001 Paris, France ("Assignor"), was the owner of the trademarks listed in the attached schedule (hereinafter, the "Trademarks"); and

WHEREAS, Guerlain S.A., a corporation organized and existing under the laws of France, located at 68, avenue des Champs-Elysees, 75008 Paris, France ("Assignee"), acquired the Trademarks on June 25, 2010;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor confirms that on June 25, 2010, it assigned to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

**Boucheron Holding**

By: 

Name: Chief Financial Officer

Title: Thomas INDERMUHLE

Date of Signature: November 22, 2010

SUD/lpa

(F0676741.1)

**SCHEDULE OF MARKS**

<b>Trademark</b>	<b>Reg. No.</b>	<b>Reg. Date</b>	<b>Our Ref.</b>
INITIAL	Reg. No. 3199972	January 23, 2007	GNS 9609891
INITIAL	Reg. No. 3190368	January 2, 2007	GNS 0002101

{F0676741.1 }