

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
PCR Technology Holdings, LC		08/27/2010	LIMITED LIABILITY COMPANY: VIRGINIA
RECEIVING PARTY DATA			
Name:	Elizabeth Arden, Inc.		
Street Address:	200 Park Avenue South		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3012294	PREVAGE	
Registration Number:	3319345	PREVAGE	
CORRESPONDENCE DATA			
Fax Number:	(212)261-1060		
Email:	pto@elizabetharden.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Lindsay Kassof		
Address Line 1:	200 Park Avenue South		
Address Line 2:	c/o Elizabeth Arden Inc.		
Address Line 4:	New York, NEW YORK 10003		
NAME OF SUBMITTER:	Lindsay Kassof		
Signature:	/lindsay kassof/		
Date:	10/19/2011		
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CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, PCR Technology Holdings, LC, a Virginia limited liability company having a principal place of business at 7489 Whitepine Road, Richmond, Virginia 23237 ("Assignor") owned certain trademarks and/or service marks, and applications and/or registrations for such marks, as set forth in Exhibit A attached hereto and incorporated herein by this reference (the "Marks"); and

WHEREAS, Assignor assigned all of the right, title and interest of Assignor in and to the Marks, together with the goodwill of the business symbolized by the Marks, to Elizabeth Arden, Inc., a Florida corporation having a principal place of business at 200 Park Avenue South, New York, NY 10003 ("Assignee"), pursuant to a certain Asset Purchase Agreement, dated August 27, 2010 (the "Asset Purchase Agreement").

NOW, THEREFORE, for good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which hereby is acknowledged, Assignor hereby confirms that it sold, transferred, assigned and conveyed to Assignee, pursuant to the Asset Purchase Agreement, Assignor's entire right, title and interest in and to the Marks, and to the applications and/or registrations for the Marks, together with the goodwill of the business symbolized by the Marks.

IN WITNESS WHEREOF, Assignor has caused this Confirmatory Trademark Assignment to be duly executed by an authorized officer on this ____ day of October, 2011.

PCR TECHNOLOGY HOLDINGS, LC

By: Pharma Management Corp, it's Manager

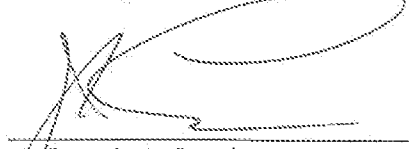
By: 
Name: Joseph A. Lewis
Title: President

EXHIBIT A

The Marks

<u>COUNTRY/ STATE</u>	<u>MARK</u>	<u>APP. NO.</u>	<u>REG. NO.</u>
United States	PREVAGE	78/976,266	3,012,294
United States	PREVAGE	78/203,654	3,319,345