

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
Liz Claiborne, Inc.		08/10/2011	CORPORATION: DELAWARE

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: 17

Property Type	Number	Word Mark
Registration Number:	2743659	BORA BORA
Registration Number:	2815578	
Registration Number:	2798927	
Registration Number:	2027829	CURVE
Registration Number:	2973691	CURVE CRUSH
Registration Number:	3310027	CURVE KICKS
Registration Number:	2160698	CURVE
Registration Number:	3069386	CURVE WAVE
Registration Number:	2132886	CURVE. SEE WHERE IT TAKES YOU
Registration Number:	3482553	GRAPHITE BLUE BY REALITIES
Registration Number:	2925530	MAMBO
Registration Number:	2863147	
Registration Number:	1663741	REALITIES
Registration Number:	1660255	

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Registration Number:	3205077	SOUL BY CURVE
Registration Number:	3009594	SPARK SEDUCTION
Registration Number:	1860231	VIVID

CORRESPONDENCE DATA

Fax Number: (212)261-1060

Email: pto@elizabetharden.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Lindsay Kassof

Address Line 1: 200 Park Avenue South

Address Line 4: New York, NEW YORK 10003

ATTORNEY DOCKET NUMBER:	CLAIBORNE ASSIGNMENT
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NAME OF SUBMITTER:	Lindsay Kassof
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Signature:	/lindsay kassof/
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Date:	11/11/2011
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Total Attachments: 2

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CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, Liz Claiborne, Inc., a Delaware corporation having a principal place of business at 1441 Broadway, New York, New York 10018 ("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 place of business at 200 Park Avenue South, New York, NY 10003 ("Assignee"), pursuant to a certain Amendment to License Agreement, dated August 10, 2011 (the "Amendment to License Agreement").

NOW, THEREFORE, for good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which hereby is acknowledged, Assignee hereby confirms that it purchased from, was transferred, was assigned and conveyed by Assignor, pursuant to the Amendment to License 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 11th day of NOVEMBER, 2011.

ELIZABETH ARDEN, INC.

By: Lindsay Kassof

Name: Lindsay Kassof

Title: Assistant Secretary

EXHIBIT A

The Marks

<u>MARK</u>	<u>APP. NO.</u>	<u>REG. NO.</u>
BORA BORA	76266911	2743659
BORA BORA MEN'S BOTTLE DESIGN	76425314	2815578
BORA BORA WOMEN'S BOTTLE DESIGN	76424239	2798927
CURVE	74670680	2027829
CURVE CRUSH	78294759	2973691
CURVE KICKS	78971107	3310027
CURVE Stylized	75335788	2160698
CURVE WAVE	78482365	3069386
CURVE. SEE WHERE IT TAKES YOU	75298339	2132886
GRAPHITE BLUE BY REALITIES	78965250	3482553
MAMBO	76085725	2925530
MAMBO Bottle Design	76255658	2863147
REALITIES	74033123	1663741
REALITIES Bottle Design	74051323	1660255
SOUL BY CURVE Stylized	78609857	3205077
SPARK SEDUCTION	78382934	3009594
VIVID	74347506	1860231