

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
Dennis Apfel		11/22/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Exceptional Parfums, LLC		
Street Address:	900 Grand Boulevard		
City:	Deer Park		
State/Country:	NEW YORK		
Postal Code:	11729		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3367267	EXCEPTIONAL . . . BECAUSE YOU ARE	
Registration Number:	3633336	EXCEPTIONAL . . . BECAUSE YOU ARE	
CORRESPONDENCE DATA			
Fax Number:	(212)318-6847		
Phone:	212-318-6037		
Email:	rls@paulhastings.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:	Robert L. Sherman		
Address Line 1:	75 East 55th Street		
Address Line 2:	Paul Hastings LLP		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	70008.00001 - EXCEPTIONAL		
NAME OF SUBMITTER:	Robert L. Sherman		
Signature:	/rls/		

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Date:

11/30/2011

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This ASSIGNMENT is effective as of November 22, 2011, between Dennis Apfel, a resident of New York State ("Dennis Apfel"), and Exceptional Parfums, LLC, a New York limited liability company with a place of business at 900 Grand Boulevard, Deer Park, New York 11729 ("Exceptional Parfums").

WHEREAS, Dennis Apfel represents that (i) it is the owner of all rights, title and interest in and to the trademark EXCEPTIONAL . . . BECAUSE YOU ARE, used on and in connection with perfumery, as well as on and in connection with non-medicated skin care preparations, namely, cream, and is the owner of United States Trademark Registration Nos. 3,367,267 for said mark for perfumery and 3,633,336 for said mark for non-medicated skin care preparations, namely, cream (collectively, the "Mark"); (ii) its title in and to the Mark is free of any and all encumbrances, liens, or other adverse claims; (iii) said Mark has not been the subject of any license from or to any third party; and (iv) Dennis Apfel has the authority and right to make this assignment, and that the making of this assignment will not violate or interfere with the rights of any third party.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Dennis Apfel hereby assigns absolutely to Exceptional Parfums and its successors and assigns all of its right, title, and interest in and to the Mark, together with the goodwill of the business associated with, corresponding to, symbolized by and embodied in said Mark, U.S. Registration Nos. 367,267 and 3,633,336, and all common law rights in the Mark, as well as the right to commence an action for past or future infringement.

Dennis Apfel undertakes that:

- (a) He will perform all acts and execute all documents necessary or desirable for further assuring the right, title, and interest to the Mark in Exceptional Parfums, including the corresponding goodwill, and to U.S. Registration Nos. 367,267 and 3,633,336, and will cooperate with Exceptional Parfums to record this Assignment with the United States Patent and Trademark Office, if necessary;
- (b) He will not commit any act, matter, or thing that may directly or indirectly challenge, prejudice, or invalidate the Mark, its use or registration by Exceptional Parfums, its successors and assigns, or this assignment to Exceptional Parfums.

DENNIS APFEL

A handwritten signature in dark ink, appearing to read 'Dennis Apfel', is written over a horizontal dotted line. The signature is stylized and somewhat cursive.