

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	12/06/2011		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Elizabeth Arden, Inc.		12/06/2011	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Avon Products, Inc.		
Street Address:	777 Third Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2878012	UNPLUGGED	
CORRESPONDENCE DATA			
Fax Number:	(212)808-7897		
Phone:	212-808-7800		
Email:	mmarcotte@kelleydrye.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:	Matthew D. Marcotte		
Address Line 1:	101 Park Avenue		
Address Line 4:	New York, NEW YORK 10178		
NAME OF SUBMITTER:	Matthew D. Marcotte		
Signature:	/Matthew D. Marcotte/		
Date:	01/03/2012		
Total Attachments: 2 source=Elizabeth Arden and Avon Products_Assignment#page1.tif source=Elizabeth Arden and Avon Products_Assignment#page2.tif			

OP \$40.00 2878012

U.S. TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of the 6th day of December 2011, by and between ELIZABETH ARDEN, INC. ("Arden") and AVON PRODUCTS, INC. ("API").

WHEREAS, Arden, a Florida corporation, with a place of business at 200 Park Avenue South, New York, NY 10003 (the "Assignor") is the owner in the United States of the registered trademark UNPLUGGED for "Non-medicated skin care preparations, namely, pore refining facial masks" and of U.S. Reg. No. 2,878,012 relating thereto (collectively, the UNPLUGGED Trademark) and the related goodwill; and

WHEREAS, API, a New York corporation, with a place of business at 777 Third Avenue, New York, New York 10017 (the "Assignee") is desirous of acquiring all right, title and interest in and to the UNPLUGGED Trademark and related goodwill; and

WHEREAS, Assignor has agreed to assign to Assignee, its entire right, title and interest in and to the UNPLUGGED Trademark and the related goodwill; and


NOW, THEREFORE, for good and valuable consideration, receipt of which is acknowledged, effective as of the date first written above, Assignor does hereby assign and transfer unto Assignee, all its right, title and interest in and to the UNPLUGGED Trademark for all goods and services, including but not limited to "Non-medicated skin care preparations, namely, pore refining facial masks" together with U.S. Reg. No. 2,878,012 therefor, and the related goodwill of the business symbolized by and associated with said UNPLUGGED Trademark.

IN WITNESS WHEREOF, the parties hereto have duly executed this Trademark
Assignment as of the date first written above.

ELIZABETH ARDEN, INC.

By:  _____

AVON PRODUCTS, INC.

By:  _____