

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
	Give Back LLC		06/13/2012
	Entity Type LIMITED LIABILITY COMPANY: DELAWARE		
RECEIVING PARTY DATA			
Name:	Elizabeth Arden, Inc.		
Street Address:	2400 S.W, 145 Avenue, 2nd Floor		
City:	Miramar		
State/Country:	FLORIDA		
Postal Code:	33027		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	4077988	SOMEDAY
CORRESPONDENCE DATA			
Fax Number:	2122611060		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-261-1133		
Email:	pto@elizabetharden.com		
Correspondent Name:	Bret Parker		
Address Line 1:	200 Park Avenue, 2nd Floor		
Address Line 4:	New York, NEW YORK 10003		
ATTORNEY DOCKET NUMBER:	SOMEDAY ASSIGNMENT		
NAME OF SUBMITTER:	Bret Parker		
Signature:	/bretparker/		
Date:	06/18/2012		
Total Attachments: 1 source=GIVEBACKBRANDSASSIGNMENTSOMEDAY#page1.tif			

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UNITED STATES
TRADEMARK ASSIGNMENT

WHEREAS, **Give Back Brands, LLC**, a limited liability corporation organized and existing under the laws of the State of Delaware, located and doing business at 1046 Princeton Drive, Suite 200, Marina del Rey, California 90292, USA (the "Assignor") is the owner of United States trademark registration No. 4077988 SOMEDAY; and

WHEREAS, **Elizabeth Arden, Inc.**, a corporation organized and existing under the laws of the State of Florida, located and doing business at 2400 S. W. 145 Avenue, 2nd Floor, Miramar, Florida 33027, USA (the "Assignee") is desirous of acquiring the entire right, title and interest in and to said Trademark;

NOW, THEREFORE, in exchange for good and valuable consideration paid to Assignor by Assignee, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, and transfer to Assignee, its successors and assigns, the entire right, title, and interest in and to the Trademark, together with all the goodwill connected with and symbolized by the said Trademark, the same to be held and enjoyed by the said Assignee, its successors and assigns.

IN WITNESS WHEREOF, this Assignment has been signed, for and on behalf of the said Assignor and Assignee.

GIVE BACK BRANDS LLC
Assignor

By: *James T. Perry*
Name: JAMES T. PERRY

Date: June 13, 2012

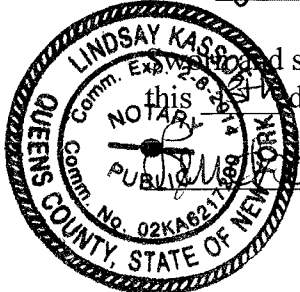
ELIZABETH ARDEN, INC.
Assignee

By: *Bret Parker*

Name: Bret Parker
Vice President & Assistant Secretary

Date: June 18, 2012

KATHARINE H. PARKER
Notary Public, State of New York
No. 02PA5054816
Qualified in New York County 14
Commission Expires Jan. 29, 2017



and subscribed to before me
this 13 day of June, 2012.
Lindsay Kasparoff

Sworn and subscribed to before me
this 18 day of June, 2012.
Katharine H. Parker