

## 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
Parfums Rochas S.A.S.		03/12/2012	CORPORATION:
RECEIVING PARTY DATA			
Name:	Ghost Fragrances Limited		
Street Address:	Amertrans Park, Bushey Mill Lane,		
City:	Watford, Herts,		
State/Country:	UNITED KINGDOM		
Postal Code:	WD24 7JG		
Entity Type:	CORPORATION: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2481431	SERENITY	
CORRESPONDENCE DATA			
Fax Number:	7037392815		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	iprecordals@cpaglobal.com		
Correspondent Name:	CPA Global		
Address Line 1:	Liberation House		
Address Line 2:	Castle Street		
Address Line 4:	St Helier, JERSEY JE1 1BL		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			
Address Line 4:			

CH \$40.00 2481431

TRADEMARK

NAME OF SUBMITTER:	Mrs Helen Birrell
Signature:	/H/BIRRELL/
Date:	08/23/2012
Total Attachments: 2 source=USA- AG Deed- Parfums#page1.tif source=USA- AG Deed- Parfums#page2.tif	

ASSIGNMENT OF UNITED STATES TRADEMARKS AND REGISTRATIONS AND APPLICATIONS

WHEREAS, Parfums Rochas S.A.S., a corporation organized and existing under the laws of France (hereinafter called "Assignor") and having a principal place of business at 17, rue de Miromesnil, 75008 Paris, France, has adopted, used, is using and is the owner of the United States Trademarks, Trademark Registrations and Trademark Applications set forth in Schedule A attached hereto and made a part hereof: and

WHEREAS, Ghost Fragrances Limited, a corporation organized and existing under the laws of England and Wales (hereinafter called "Assignee") having a principal place of business at Amertrans Amertrans Park, Bushey Mill Lane, Watford, Herts. WD24 7JG, United Kingdom is desirous of acquiring all rights Assignor has or may have in said Trademarks and the Applications or Registrations thereof;

NOW THEREFORE, in consideration of and in exchange for the sum of \$ 100.00 and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer and set over unto Assignee all rights, titles and interest in and to the Trademarks and registrations and/or applications listed in Schedule A together with the goodwill of the business symbolized by the marks and the listed registrations and/or applications, including without limiting the generality of the foregoing, the right of priority to file corresponding applications in any and all countries; the trademarks to be held by Assignee for its own use and enjoyment and for the use and enjoyment of its successors and Assignees as fully and entirely as they would have been held and enjoyed by Assignor had such Assignment not been made.

Assignor hereby authorizes and requests that duly authorized officials of the United States Patent and Trademark Office take such action as may be required to give effect to the sale, assignment and transfer made herein, including the issuance of any United States Trademark Registrations on Schedule A to Assignee, its successors and Assigns; and Assignor further agrees to do all things necessary to effectuate such sale, assignment and transfer in respect to each such trademark

Schedule A

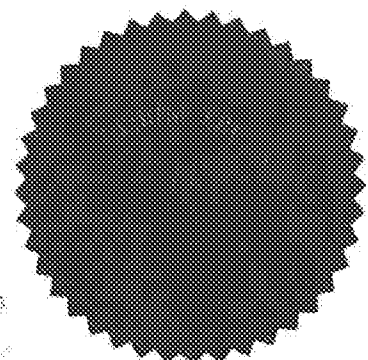
Trademark Name	Reg. No.	Registration Date	Class
SERENITY	2,481,431	28-Aug-2001	3

ASSIGNEE(S)  
Ghost Fragrances Limited

*[Signature]*  
DILESH MEHTA  
DIRECTOR  
*[Signature]*  
12-5-2012

ASSIGNOR(S)  
Parfums Rochas S.A.S

*[Signature]*  
Brigitte Grab  
L'Agent Autorisé



I hereby certify, that the above is the true signature, subscribed in my presence of

Mrs. Brigitte G r a b , born: 10.05.1960,  
Berliner Allee 65, 64274 Darmstadt,

who is personally known to me.

Darmstadt, 03rd day of April, 2012  
Berliner Allee 65, 64274 Darmstadt



Caspar  
Notar

