

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Perfume Holding S.a.s.	FORMERLY Selective Beauty SA	12/16/2011	COMPANY: FRANCE
RECEIVING PARTY DATA			
Name:	Amstermax B.V.		
Street Address:	Straatweg 66N		
City:	Breukelen		
State/Country:	NETHERLANDS		
Postal Code:	3621 BR		
Entity Type:	COMPANY: NETHERLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3406571	MAXMARA	
CORRESPONDENCE DATA			
Fax Number:	3128760288		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
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Correspondent Name:	Judith L. Grubner		
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Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	38787-0017 AMSTERMAX		
DOMESTIC REPRESENTATIVE			
Name:	Judith L. Grubner		
Address Line 1:	Amstein & Lehr LLP		

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NAME OF SUBMITTER:	Judith L. Grubner
Signature:	/judith l grubner/
Date:	10/03/2012
Total Attachments: 1 source=perfume holdings assignment#page1.tif	

ASSIGNMENT OF TRADEMARK

WHEREAS, Perfume Holding S.a.s. a French company, located at 12, rue d'Astorg - 75008 Paris; France ("Assignor"), is the owner of the trademark of perfume bottle packaging with the wording MaxMara (the "Trademark") and U.S. Trademark Registration No. 3406571, issued on April 1, 2008, pertaining thereto for perfumery, essential oils for personal use, and cosmetics ("the Registration"); and


WHEREAS, Amstermax B.V., a Netherlands company, located at Straatweg 66N, 3621 BR Breukelen, Netherlands ("Assignee"), desires to acquire Assignor's worldwide rights in the Trademark, including the Registration, together with the goodwill of the business symbolized by said Trademark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, sell and transfer to Assignee all of Assignor's right, title and interest in, to and under the Trademark, the Registration and any other registration for the Trademark, throughout the world, together with all goodwill of the business symbolized by such Trademark, including the right to sue for all infringements that may have occurred before execution of this Assignment and to recover for damages and profits for such past infringements.


Assignor hereby grants the law firm of Arnstein & Lehr LLP, 120 South Riverside Plaza, Suite 1200, Chicago, Illinois 60606, authority and power to insert on this instrument any further information that may be necessary or desirable for identifying the Trademark or Registration for purposes of recordation in the United States Patent and Trademark Office or in any foreign country.

IN WITNESS WHEREOF, this Assignment has been executed by duly authorized agents of Assignor and Assignee and is executed and effective this 16th day of December, 2011.

Perfume Holding S.a.s.
12, rue d'Astorg
75008 Paris

By: 
Print Name: GIOVANNI RUBINO
Title: DIRECTOR

Amstermax B.V.
Straatweg 66N,
3621 BR Breukelen

By: 
Print Name: NICHOLAS USMANOV
Title: DIRECTOR