

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT																										
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT																										
EFFECTIVE DATE:	08/10/2011																										
CONVEYING PARTY DATA																											
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Liz Claiborne, Inc.</td> <td></td> <td>12/04/2012</td> <td>CORPORATION: DELAWARE</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Liz Claiborne, Inc.		12/04/2012	CORPORATION: DELAWARE																
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<p>Fax Number: 2129537201</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Phone: 212.415.9200</p> <p>Email: ny.trademark@dorsey.com</p> <p>Correspondent Name: Fara S. Sunderji</p> <p>Address Line 1: Dorsey & Whitney LLP</p> <p>Address Line 2: 51 West 52nd Street</p> <p>Address Line 4: New York, NEW YORK 10019-6119</p>																											
ATTORNEY DOCKET NUMBER:	489318-00001																										
NAME OF SUBMITTER:	Fara S. Sunderji																										

Signature:	/fss/
Date:	12/05/2012
Total Attachments: 1 source=Assignment 4180104#page1.tif	

UNITED STATES
TRADEMARK ASSIGNMENT

WHEREAS, **LIZ CLAIBORNE, INC.**, a corporation organized and existing under the laws of the State of Delaware, located and doing business at 1141 Broadway, New York, NY 10018 USA (the "Assignor"), is the owner of United States Trademark Registration No. 4180104, for the mark CURVE APPEAL; 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, goodwill 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. This assignment shall be effective as of August 10, 2011.

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

LIZ CLAIBORNE INC.

Assignor

By: 

Name: Geri Lynn Mankoff-Elias
Vice President & Intellectual Property Counsel

ELIZABETH ARDEN, INC.

Assignee

By: 

Name: Alisa Hurlburt
Assistant Secretary

Date: 04 December 2012

Sworn and subscribed to before me
this 04 day of December 2012.

ROSELAINE J. VERGNIAUD

Notary Public State of New York
No. 01VE6011435

Qualified in Queens County
Certificate Filed in New York County

Commission Expires August 10, 2015

Date: December 5, 2012

Sworn and subscribed to before me
this 5th day of December 2012.

LIYA GLEZERENE

Notary Public, State of New York

No. 01GL6087952

Qualified in Richmond County

Commission Expires Sept. 2, 2015

TRADEMARK

RECORDED: 12/06/2012

REEL: 004913 FRAME: 0906