

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM338111

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BOUCHERON HOLDING		02/09/2015	Société par actions simplifiée: FRANCE
RECEIVING PARTY DATA			
Name:	BOUCHERON PARFUMS SAS		
Street Address:	26, Place Vendôme		
City:	Paris		
State/Country:	FRANCE		
Postal Code:	75001		
Entity Type:	Société par actions simplifiée: FRANCE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3789114	JAÏPUR	
CORRESPONDENCE DATA			
Fax Number:	3123381500		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312-338-1000		
Email:	pspies@dineff.com		
Correspondent Name:	R. Peter Spies		
Address Line 1:	160 North Wacker Drive		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	R1406US00		
DOMESTIC REPRESENTATIVE			
Name:	R. Peter Spies		
Address Line 1:	160 North Wacker Drive		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	R. Peter Spies		
SIGNATURE:	/rpeter/spies/		
DATE SIGNED:	04/14/2015		

OP \$40.00 3789114

Total Attachments: 2

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United States

TRADEMARK ASSIGNMENT AGREEMENT

THIS AGREEMENT, made effective on this 16th day of June, 2009, by and between BOUCHERON HOLDING, a Société par actions simplifiée organized under to laws of France, having an address of 26, Place Vendôme - 75001 Paris - France, (hereinafter referred to as "Assignor"), and BOUCHERON PARFUMS SAS, a Société par actions simplifiée, organized under to laws of France, having an address of 26, Place Vendôme - 75001 Paris - France (hereinafter referred to as "Assignee").

WHEREAS, Assignor is the proprietor of the trademark identified on Exhibit A hereto, including all registrations and applications therefor and all goodwill associated therewith (hereinafter referred to collectively as "Mark"):

WHEREAS, Assignor has agreed to assign the Mark to Assignee and Assignee hereby accepts the assignment.

NOW THEREFORE, in consideration of Ten Dollars (US \$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, its successors and assigns, its entire right, title and interest in and to the Mark(s), including the right to sue in respect of all infringements of the Mark(s), which may have occurred before the effective date of this Agreement, and the right to all remedies, including damages or an account of the profits and conversion damages in respect of such infringements, together with the good will of the business in which the Mark(s) is/are used, or with that part of the good will of the business connected with the use of and symbolized by the Mark(s).

IN WITNESS HEREOF, the said Assignor has executed this Agreement, and by the hand of its duly authorized officer, signed on this 09th day of February, 2015

BOUCHERON HOLDING

By: Thomas INDERMANN
Name: _____
Title: General Director

IN WITNESS HEREOF, the said Assignee has executed this Agreement, and by the hand of its duly authorized officer, signed on this 09th day of February, 2015

BOUCHERON PARFUMS SAS

By: Pierre BOUISSOU
Name: _____
Title: President

United States

EXHIBIT A

Trademark	Registration Number
JAIPUR	3789114