

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM501627

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Coty Brands Management GmbH		12/10/2018	Gesellschaft Mit Beschränkter Haftung (GmbH): GERMANY
RECEIVING PARTY DATA			
Name:	SA Designer Parfums Limited		
Street Address:	Amertrans Park, Bushey Mill Lane		
City:	Watford		
State/Country:	UNITED KINGDOM		
Postal Code:	WD24 7JG		
Entity Type:	Private Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87671457	NEVER STOP PLAYING	
CORRESPONDENCE DATA			
Fax Number:	7032737684		
<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:	703-273-7680		
Email:	rshapiro@sasiplaw.com		
Correspondent Name:	RONALD E. SHAPIRO		
Address Line 1:	11350 RANDOM HILLS ROAD, SUITE 740		
Address Line 4:	FAIRFAX, VIRGINIA 22030		
NAME OF SUBMITTER:	Ronald E. Shapiro		
SIGNATURE:	/Ronald E. Shapiro/		
DATE SIGNED:	12/11/2018		
Total Attachments: 2			
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source=Deed of Assignment - Coty Brands Management GmbH to SADP - US#page2.tif			

OP \$40.00 87671457

ASSIGNMENT

This Assignment is made by and between Coty Brands Management GmbH ("Assignor"), a gesellschaft mit beschränkter haftung (GmbH) organized under the laws of Germany, with a place of business at Rheinstrasse 4E, Mainz, Germany 55116, and SA Designer Parfums Limited ("Assignee"), a private limited company organized under the laws of the United Kingdom, with a place of business at Amertrans Park, Bushey Mill Lane, Watford WD24 7JG, United Kingdom.

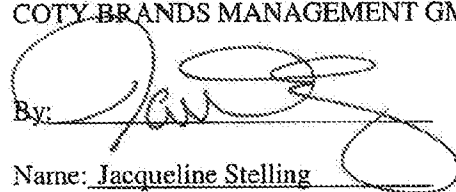
WHEREAS, Assignor owns the trademark ("the Mark") and the trademark application ("the Application") listed on the attached Schedule A; and;

WHEREAS, Assignee desires to acquire all of Assignor's rights to the Mark and the Application, together with the goodwill symbolized by the mark and the portion of the business to which the Mark pertains;

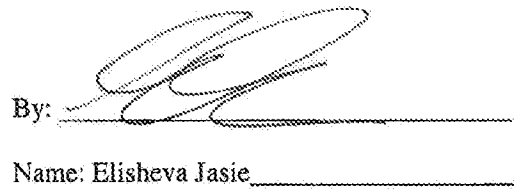
NOW, THEREFORE, in consideration of One Dollar and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has sold, assigned, transferred, and set over, and does, by this Assignment, sell, assign, transfer, and set over unto Assignee all of Assignor's rights to the Mark and the Application, together with the goodwill symbolized by the mark and the portion of the business to which the Mark pertains, and all claims for damages and profits for past infringement with the right to sue for and collect the same for the use and benefit of Assignee, its successors, assigns, and legal representatives.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized officer or representative on the date written below.

COTY BRANDS MANAGEMENT GMBH

By: 
Name: Jacqueline Stelling

Title: Procurist
Date: December 10, 2018

By: 
Name: Elisheva Jasie

Title: Procurist
Date: December 10, 2018

Schedule A

Mark

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Application No.

87671457