

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM505465

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
La Prairie, Inc.		12/31/2018	Corporation: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Laboratoires La Prairie SA		
Street Address:	Industriestrasse 8		
City:	Volketswil		
State/Country:	SWITZERLAND		
Postal Code:	8604		
Entity Type:	Société Anonyme (Sa): SWITZERLAND		
PROPERTY NUMBERS Total: 33			
Property Type	Number	Word Mark	
Serial Number:	87486167	LUMIDOSE	
Registration Number:	4708112	ADVANCED MARINE BIOLOGY	
Registration Number:	1803022	AGE MANAGEMENT	
Registration Number:	2372002	AGE MANAGEMENT	
Registration Number:	4760806	CELLULAR SWISS ICE CRYSTAL CREAM	
Registration Number:	4760805	CELLULAR SWISS ICE CRYSTAL DRY OIL	
Registration Number:	1267918	CLINIC LA PRAIRIE	
Registration Number:	2577799	ESSENCE OF SKIN CAVIAR	
Registration Number:	2577800	EXTRAIT OF SKIN CAVIAR	
Registration Number:	3697981	LA PRAIRIE	
Registration Number:	1150741	LA PRAIRIE	
Registration Number:	1257311	LA PRAIRIE	
Registration Number:	4680955	LA PRAIRIE SWITZERLAND	
Registration Number:	1665540	LA PRAIRIE	
Registration Number:	3643181	LA PRAIRIE SWITZERLAND	
Registration Number:	3643174	LA PRAIRIE SWITZERLAND	
Registration Number:	1268605	LA PRAIRIE SWITZERLAND	
Registration Number:	1334997	LA PRAIRIE SWITZERLAND	
Registration Number:	3897694	LIFE THREADS	

CH \$840.00 87486167

Property Type	Number	Word Mark
Registration Number:	3184180	SILVER RAIN
Registration Number:	2978076	SILVER RAIN
Registration Number:	2577801	SKIN CAVIAR
Registration Number:	3894608	WHITE CAVIAR
Registration Number:	3849073	WHITE CAVIAR ILLUMINATING EYE SERUM
Registration Number:	3849072	WHITE CAVIAR ILLUMINATING SERUM
Registration Number:	3707128	
Registration Number:	5347308	LINE INTERCEPTION
Registration Number:	2089187	LA PRAIRIE
Registration Number:	3295812	MIDNIGHT RAIN
Registration Number:	4050051	
Registration Number:	4050050	
Registration Number:	5429315	THE ART OF CAVIAR
Serial Number:	87343487	CAVIAR PREMIER

CORRESPONDENCE DATA

Fax Number: 2037822889

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.

Phone: 203.498.4347

Email: fduffin@wigin.com

Correspondent Name: Francis J. Duffin, Wiggin and Dana LLP

Address Line 1: One Century Tower, 265 Church Street

Address Line 4: New Haven, CONNECTICUT 06510

DOMESTIC REPRESENTATIVE

Name: Francis J. Duffin, Wiggin and Dana LLP

Address Line 1: One Century Tower, 265 Church Street

Address Line 4: New Haven, CONNECTICUT 06510

NAME OF SUBMITTER: Francis J. Duffin

SIGNATURE: /fjd/

DATE SIGNED: 01/11/2019

Total Attachments: 5

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TRADEMARK ASSIGNMENT

WHEREAS, La Prairie, Inc., a corporation organized and existing under and by virtue of the laws of New Jersey, and having a business address at 680 Fifth Avenue, New York, New York, 10019, USA, herein below called "Assignor," owns certain marks that have been registered, or for which registration has been applied for, including certain applications filed based on Assignor's bona fide intention to use the subject marks in commerce, as reflected in the attached Schedule A.

and;

WHEREAS, Laboratoires La Prairie SA, a Société anonyme, organized and existing under the laws of Switzerland, and having a business address at Industriestrasse 8, 8604 Volketswil, Switzerland, herein below called "Assignee," desires to acquire the entire right, title and interest in and to the marks, the registrations, the applications, and any registrations, renewals, and extensions that may be granted thereon, together with the goodwill of the business connected therewith, and the business of Assignor in connection with which Assignor has a bona fide intent to use the marks;

THEREFORE, BE IT KNOWN that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby sell, assign, transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in and to the marks, the applications for registration of the marks, and in and to any registrations, extensions and renewals that may be granted thereon, together with the goodwill of the business connected therewith, and the business of Assignor in connection with which Assignor has a bona fide intent to use the marks, and any right to recover for past infringement thereof.

LA PRAIRIE, INC.

LABORATOIRES LA PRAIRIE SA

By _____

By _____

Name: Francois Le Gloan

Name: Patrick Rasquinet

Title: President Americas / Oceania

Title: Chief Executive Officer

LA PRAIRIE, INC.

LABORATOIRES LA PRAIRIE SA

By _____

By _____

Name: Larry Loeb

Name: Richard Werder

Title: Controller

Title: Chief Financial Officer

TRADEMARK ASSIGNMENT

WHEREAS, La Prairie, Inc., a corporation organized and existing under and by virtue of the laws of New Jersey, and having a business address at 680 Fifth Avenue, New York, New York, 10019, USA, herein below called "Assignor," owns certain marks that have been registered, or for which registration has been applied for, including certain applications filed based on Assignor's bona fide intention to use the subject marks in commerce, as reflected in the attached Schedule A.

and;

WHEREAS, Laboratoires La Prairie SA, a Société anonyme, organized and existing under the laws of Switzerland, and having a business address at Industriestrasse 8, 8604 Volketswil, Switzerland, herein below called "Assignee," desires to acquire the entire right, title and interest in and to the marks, the registrations, the applications, and any registrations, renewals, and extensions that may be granted thereon, together with the goodwill of the business connected therewith, and the business of Assignor in connection with which Assignor has a bona fide intent to use the marks;

THEREFORE, BE IT KNOWN that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby sell, assign, transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in and to the marks, the applications for registration of the marks, and in and to any registrations, extensions and renewals that may be granted thereon, together with the goodwill of the business connected therewith, and the business of Assignor in connection with which Assignor has a bona fide intent to use the marks, and any right to recover for past infringement thereof.

LA PRAIRIE, INC.

By 

Name: Francois Le Gloan

Title: President Americas / Oceania

LABORATOIRES LA PRAIRIE SA

By _____

Name: Patrick Rasquinet

Title: Chief Executive Officer

LA PRAIRIE, INC.

By 

Name: Larry Loeb

Title: Controllor

LABORATOIRES LA PRAIRIE SA

By _____


Name: Richard Werder

Title: Chief Financial Officer

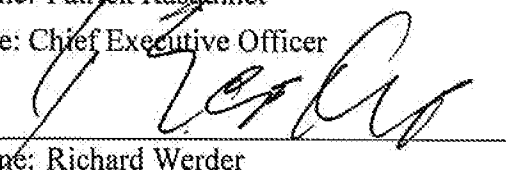
APPOINTMENT OF DOMESTIC REPRESENTATIVE

Laboratoires La Prairie SA., herewith appoints Francis J. Duffin, and the firm of Wiggin and Dana LLP, One Century Tower, P.O. Box 1832, 265 Church Street, New Haven, Connecticut 06508-1832, its domestic representative upon whom may be served notice or process in proceedings affecting the applications and/or registrations, and the marks covered by such applications and/or registrations, pursuant to Rule 2.24 of the Trademark Rules of Practice of the Patent and Trademark Office.

LABORATOIRES LA PRAIRIE SA

By: 
Name: Patrick Rasquinet
Title: Chief Executive Officer

31. 12. 2018
Date

By: 
Name: Richard Werder
Title: Chief Financial Officer

31. 12. 2018
Date

SCHEDULE A

Country	Application Number	Registration Number	Trademark Name	Class
United States of America	87/486167		LUMIDOSE	01 Int.; 03 Int.
United States of America	86/363072	4708112	ADVANCED MARINE BIOLOGY	03 Int.
United States of America	74/363566	1803022	AGE MANAGEMENT	03 Int.
United States of America	75/474246	2372002	AGE MANAGEMENT	03 Int.
United States of America	85/971513	4760806	CELLULAR SWISS ICE CRYSTAL CREAM	03 Int.
United States of America	86/971507	4760805	CELLULAR SWISS ICE CRYSTAL DRY OIL	03 Int.
United States of America	73/373135	1267918	CLINIC LA PRAIRIE AND Design	16 Int.
United States of America	76/164485	2577799	ESSENCE OF SKIN CAVIAR	03 Int.
United States of America	76/164486	2577800	EXTRAIT OF SKIN CAVIAR	03 Int.
United States of America	77/615990	3697981	LA PRAIRIE	44 Int.
United States of America	73/170644	1150741	LA PRAIRIE	03 Int.
United States of America	73/373227	1257311	LA PRAIRIE AND Design	03 Int.
United States of America	86/241329	4680955	LA PRAIRIE SWITZERLAND AND Design	16 Int.
United States of America	74/035484	1665540	LA PRAIRIE	42 Int.
United States of America	77/621839	3643181	LA PRAIRIE SWITZERLAND AND Design	03 Int.; 21 Int.
United States of America	77/621741	3643174	LA PRAIRIE SWITZERLAND (STYLIZED)	03 Int.; 21 Int.
United States of America	73/373121	1268605	LA PRAIRIE SWITZERLAND (STYLIZED)	16 Int.
United States of America	73/373164	1334997	LA PRAIRIE SWITZERLAND (STYLIZED)	03 Int.
United States of America	77/644994	3897694	LIFE THREADS	03 Int.
United States of America	76/458737	3184180	SILVER RAIN	03 Int.

TRADEMARK

REEL: 006522 FRAME: 0347

Country	Application Number	Registration Number	Trademark Name	Class
United States of America	76/977572	2978076	SILVER RAIN	03 Int.
United States of America	76/164487	2577801	SKIN CAVIAR	03 Int.
United States of America	77/701192	3894608	WHITE CAVIAR	03 Int.
United States of America	77/803952	3849073	WHITE CAVIAR ILLUMINATING EYE SERUM	03 Int.
United States of America	77/803941	3849072	WHITE CAVIAR ILLUMINATING SERUM	03 Int.
United States of America	77/603349	3707128	Design Only (COMBINED TECHNOLOGY)	
United States of America	87/132113	5347308	LINE INTERCEPTION	03 Int.
United States of America	75/148585	2089187	LA PRAIRIE	03 Int.; 21 Int.
United States of America	78/978769	3295812	MIDNIGHT RAIN	03 Int.
United States of America	77/981178	4050051	LA PRAIRIE PLATINUM RARE SERUM (Packaging 2008) Design Only	03 Int.
United States of America	77/981177	4050050	LA PRAIRIE CELLULAR CREAM PLATINUM RARE 30 ML JAR (Packaging 2008) Design Only	03 Int.
United States of America	87/237283	5429315	THE ART OF CAVIAR (Stylized)	03 Int.; 44 Int.
United States of America	87/343487		CAVIAR PREMIER	01 Int.; 03 Int.; 44 Int.
Virgin Islands		7617	LA PRAIRIE	03, 21
Virgin Islands		7913	LA PRAIRIE	42
Virgin Islands		7620	MIDNIGHT RAIN	03
Virgin Islands		7689	LA PRAIRIE SWITZERLAND & DESIGN	03, 21
Virgin Islands		7688	LA PRAIRIE SWITZERLAND (STYLIZED)	03, 21
Virgin Islands		7856	LIFE THREADS	3