

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM511823

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
BOUCHERON HOLDING		02/07/2019	Société Par Actions Simplifiée (Sas): FRANCE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BOUCHERON PARFUMS SAS		
<b>Street Address:</b>	26 PLACE VENDOME		
<b>City:</b>	Paris		
<b>State/Country:</b>	FRANCE		
<b>Postal Code:</b>	75001		
<b>Entity Type:</b>	Société Par Actions Simplifiée (Sas): FRANCE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1518620	TROUBLE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	312-338-1000		
<b>Email:</b>	pspies@dineff.com		
<b>Correspondent Name:</b>	R. Peter Spies		
<b>Address Line 1:</b>	160 North Wacker Drive		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	R. Peter Spies		
<b>Address Line 1:</b>	160 North Wacker Drive		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>NAME OF SUBMITTER:</b>	R. Peter Spies		
<b>SIGNATURE:</b>	/rpeterspies/		
<b>DATE SIGNED:</b>	02/27/2019		
<b>Total Attachments: 1</b>			

OP \$40.00 1518620



United States

**TRADEMARK ASSIGNMENT AGREEMENT**

THIS AGREEMENT, made effective on this 7th day of February, 2019, 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, including the right to sue in respect of all infringements of the Mark, 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 is used, or with that part of the good will of the business connected with the use of and symbolized by the Mark.

IN WITNESS HEREOF, the said Assignor has executed this Agreement, and by the hand of its duly authorized officer, signed on this 7th day of February, 2019

BOUCHERON HOLDING

By: \_\_\_\_\_  
Name: Thomas INDERMUHLE  
Title: Chief Financial Officer

IN WITNESS HEREOF, the said Assignee has executed this Agreement, and by the hand of its duly authorized officer, signed on this 7th day of February, 2019

BOUCHERON PARFUMS SAS

By: \_\_\_\_\_  
Name: Thomas INDERMUHLE  
Title: Chief Financial Officer

**EXHIBIT A**

Trademark	Registration Number
TROUBLE	1518620