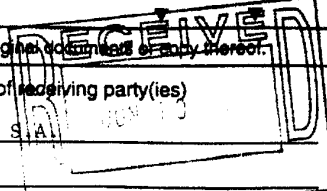




Tab settings

To the Honorable Commissioner of Patents 100741413

Send original documents or copy thereof.



1. Name of conveying party(ies):

De Luxe N.V.

- Individual(s), Association, General Partnership, Limited Partnership, Corporation, Other

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: Balmain S.A., Internal Address, Street Address: 44, Rue Francois Ier, City: 75008 Paris State: FRANCE ZIP:

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State, Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment, Merger, Security Agreement, Change of Name, Other

Execution Date: April 2, 1998

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

611,878 867,672 611,879 1,849,753 1,873,505

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Eliane Setton, Esq., Internal Address: GRAY CARY WARE & FREIDENRICH, Street Address: 400 Hamilton Avenue Palo Alto, CA 94301-1825, City: State: ZIP:

6. Total number of applications and registrations involved:

5

7. Total fee (37 CFR 3.41) \$ 140.00

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number:

07-1907

(Attach duplicate copy of this page if paying by deposit account)

06/16/1998 DCDATES 00000100 071907 611878 //

DO NOT USE THIS SPACE

01 FC 481 40.00 CH 08 FC APP 100.00 CH

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Eliane Setton, Esq. Name of Person Signing

Signature

June 9, 1998 Date

Total number of pages including cover sheet, attachments, and document

10

TRADEMARK ASSIGNMENT AGREEMENT

The undersigned:

1. The limited liability company (naamloze vennootschap) established under the laws of the Netherlands Antilles DE LUXE N.V., having its registered office at Landhuis Joonchi, Kaya Richard J. Beaujon Z/N, Curaçao, Netherlands Antilles, hereinafter referred to as "De Luxe", duly represented by Mr Gregory E. Elias; and
2. BALMAIN S.A., a company established under the laws of France, having its registered office at 44, Rue François 1<sup>er</sup>, 75008 Paris, France, registered with the Paris companies registry under number B305 870701, hereinafter referred to as "Balmain", duly represented by Mr Hivelin, President of the Board of Directors;

WHEREAS:

- A. On 7 August 1985 Fashion Products and Fragrances Ltd. ("FPF") (Jersey) sold, assigned, conveyed and transferred various trademarks, trademark registrations and/or applications for trademark registrations to De Luxe (Schedule A).
- B. De Luxe is the proprietor of various trademarks, trademark registrations and/or applications for trademark registrations in various countries regarding certain wordmarks, logos and devicemarks (hereinafter jointly referred to as "the Trademarks"); short particulars of some but not all of the registered Trademarks are set forth in Schedule B hereto, however, this list is not an exhaustive enumeration of the Trademarks.

TRADEMARK  
REEL: 1741 FRAME: 0579

- C. De Luxe has agreed to the sale, assignment, conveyance, and transfer of the Trademarks to Balmain;
- D. In consideration of the agreement mentioned under C, the parties agree that De Luxe shall sell, assign, convey and transfer all right, title and interest in and to the Trademarks and all the goodwill relating thereto to Balmain, on the terms and conditions set forth in this agreement.

NOW IT IS HEREBY AGREED AS FOLLOWS:

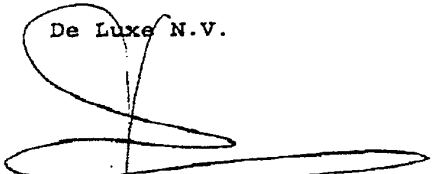
Article 1 - Sale and assignment

- 1.1 De Luxe hereby sells, assigns, conveys and transfers to Balmain and Balmain purchases from De Luxe and accepts the assignment, conveyance and transfer of all the property, right, title and interest in and to the Trademarks, together with the goodwill of the business connected with the use of the Trademarks, including all common law rights connected therewith, together with all rights to apply for registrations and to renew and continue the Trademarks and all common law rights associated therewith, together with the right to sue and recover damages for all past, present and future infringements thereof, irrespective of whether or not these damages were due and payable at the date of signing of this agreement.
- 1.2 What is agreed on the Trademarks applies unimpaired to the assigned goodwill and rights aforesaid, to the extent that this is appropriate.

IN WITNESS whereof De Luxe N.V. has executed this agreement on  
March 19 1998.

SIGNED, SEALED AND DELIVERED (No corporate sealed  
required under N.A. Law)  
by:


De Luxe N.V.

  
by: Gregory E. Elias  
title: managing director

IN WITNESS whereof Balmain S.A. has executed this agreement on  
April 2nd, 1998.

SIGNED, SEALED AND DELIVERED  
by:

Balmain S.A.

  
by: Mr Hivalin  
title: president of the Board of Directors

Annex: Schedule A  
Schedule B

SCHEDULE B

Handelsnamen

Registrationsnummer

|                             |           |
|-----------------------------|-----------|
| Ebenoir de Balmain          | 1.873.505 |
| Ivoire de Balmain (Package) | 1.849.753 |
| Jolie Madame                | 611.878   |
| Miss Balmain                | 867.672   |
| Vent Vert                   | 611.879   |