



IS ONLY

12.19.00

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To the Assistant Commissioner for Trademarks, please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
 longlostperfume.com, inc. DEC 19

Individual(s) Association
 General Partnership Limited Partnership
 Corporation - New York
 Other _____

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

2. Name and address of receiving party(ies):
 Name: M/S RAMAL AL ZABIA
 Internal Address: _____
 Street Address: _____ Post Box 2746
 City: Ajman Country: United Arab Emirates
 Individual(s) citizenship
 Association _____
 Limited Partnership
 Corporation - _____
 Other a business entity of the United Arab Emirates

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: _____

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s) 76/003,320
 B. Trademark No.(s) _____

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: George W Hoover
 Internal Address: _____
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
 Street Address: 12400 Wilshire Boulevard
Seventh Floor
 City: Los Angeles State: CA ZIP: 90025

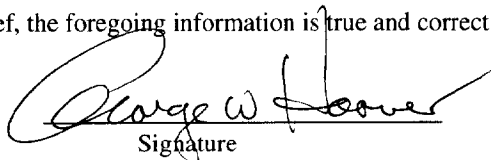
6. Total number of applications and trademarks involved: 1

7. Total fee (37 CFR 3.41)\$ 40.00
 Enclosed
 Authorized to charged to deposit account

8. Deposit account number:
02-2666
 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

George W Hoover  December 15, 2000
 Name of Person Signing Signature Date

Attny Dkt No.: 003054.T017 Total number of pages including cover sheet: 2

01/08/2001 670N11 00000263 76003320
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ASSIGNMENT

WHEREAS, longlostperfume.com, inc. ("Assignor") filed that certain application Serial No. 76/003,320 (the "Application") to federally register the trademark SOCIETY for fragrance products, namely, perfume, eau de toilette and essential oils for personal use (the "Mark") under the "intent-to-use" provisions of the Trademark Act:

WHEREAS, M/S RAMAL AL ZABIA ("Assignee"), a business entity of the United Arab Emirates having a correspondence address at Post Box 2746, Ajman, United Arab Emirates, is the successor in interest to Assignor with respect to the ongoing and existing business to which the Mark pertains;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor does hereby assign to Assignees all of Assignor's right, title and interest in and to the Mark and Application, together with the goodwill of the business symbolized by the mark.

Date: 11/01/00

longlostperfume.com, inc.



Jeffrey S. Dame
President

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RECORDED: 12/19/2000

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TRADEMARK
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