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To the Honorable Commissioner of

101717170

attached original documents or copy thereof.

1. Name of conveying party(ies): 5-7-01
 Jo Malone Limited
 Warriner Gardens
 The Old Imperial Laundry
 London SW11 4XW GB2
 England

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

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

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: 5/2/01

2. Name and address of receiving party(ies)

Name: INTERNATIONAL FLAVORS & FRAGRANCES INC.
 Internal Address: _____
 Street Address: 521 West 57th Street
 City: New York State: N.Y. ZIP: 10019

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

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

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

A. Trademark Application No.(s)
75/721,982

B. Trademark Registration No(s)

Additional numbers attached? Yes No

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

Name: Joseph F. Leightner
 Internal Address: INTERNATIONAL FLAVORS & FRAGRANCES INC.
 Street Address: 521 West 57th St.
 City: New York State: N.Y. ZIP: 10019

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41)..... \$ 40.00

Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
12-1295

(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.

JOSEPH F. LEIGHTNER
 Name of Person Signing

Joseph F. Leightner
 Signature

5/3/01
 Date

Total number of pages including cover sheet, attachments, and document: 1

TRADEMARK ASSIGNMENT

WHEREAS, JO MALONE LIMITED, hereinafter referred to as "ASSIGNOR", a corporation organized and existing under the laws of the United Kingdom, with offices at Warriner Gardens, The Old Imperial Laundry, London SW11 4XW GB2, England, is the owner of the trademark and the application therefor under U.S. Serial No. 75/721,982 for the mark "**A LIVING COLOGNE**" ("the Trademark") and of the goodwill of the business appertaining to the Trademark in the United States; and

WHEREAS, INTERNATIONAL FLAVORS & FRAGRANCES INC., hereinafter referred to as "ASSIGNEE", a corporation organized and existing under the laws of the State of New York, with offices at 521 West 57th Street, New York, New York 10019, United States of America, desires to acquire the entire right, title and interest in, to and under said Trademark and the application and any resulting registration therefor and the goodwill of the business appertaining to the Trademark;

NOW, THEREFORE, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR, by these presents does sell, assign and transfer to ASSIGNEE, its successors and assigns forever, the entire right, title and interest in, to and under said Trademark and the application and any resulting registration therefor, together with the goodwill of the business appertaining to the said Trademark, and all rights of action, both at law and in equity, for past infringements, if any, of the said Trademark, the same to be held and enjoyed by ASSIGNEE, its successors and assigns forever, as fully and entirely as the same could have been enjoyed by ASSIGNOR if this assignment had not been made.

IN WITNESS WHEREOF, ASSIGNOR has caused this assignment, to be executed by its duly authorized corporate officer on this 2nd day of May 2001.

Signed at: London, England

JO MALONE LIMITED

By 

Name: Gary Willcox

Title: Managing Director