

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BEN RICKERT CORP.		12/23/2005	CORPORATION:

RECEIVING PARTY DATA	
Name:	AZUREL LTD.
Street Address:	350 5TH AVENUE, SUITE 2204
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10118
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	2290597	AMERICAN COUNTRY GARDEN
Registration Number:	2139292	BEN RICKERT
Registration Number:	1325331	BENANDRE
Registration Number:	1322875	BENE
Registration Number:	2306523	EXTREME GIRL
Registration Number:	2179532	EXTREME VANILLA
Registration Number:	1529217	PP PARFUMS PRIVILEGE
Registration Number:	1352346	PRIVILEGE

CORRESPONDENCE DATA	
Fax Number:	(212)484-3990
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-484-3954
Email:	Dicker.Joshua@arentfox.com
Correspondent Name:	Joshua Dicker
Address Line 1:	1675 BROADWAY

OP \$215.00 2290597

Address Line 2: Arent Fox PLLC
Address Line 4: NEW YORK, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	025578.00000 AZUREL
NAME OF SUBMITTER:	Joshua Dicker
Signature:	/Joshua Dicker/
Date:	12/28/2005

Total Attachments: 2
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ASSIGNMENT

WHEREAS, BEN RICKERT CORP. ("Assignor") is a Delaware corporation having its principal place of business at 509 MADISON AVENUE, New York, NY 10022, and AZUREL LTD. ("Assignee") is a Delaware corporation having its principal place of business at 350 5th Avenue, Suite 2204, New York, NY 10118;

WHEREAS, Assignor has adopted, used, is using and is the owner of certain service marks, trademarks, trade names, and corresponding application/registrations listed on Schedule A below and the related trade dress (collectively, the "Marks");

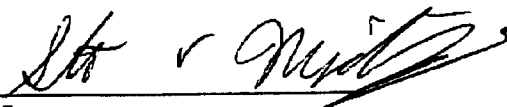
WHEREAS, Assignee desires to acquire and use the Marks; and

WHEREAS, Assignor desires to assign the Marks to Assignee;

NOW THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of its right, title and interest in and to the Marks, including its common law rights related thereto and the registrations of the Marks, together with the goodwill of the business symbolized by the Marks, and the right to sue and recover for damages, profits, and all other remedies for past infringements of the Marks.

BEN RICKERT CORP.

Date: 12/23/05

By: 
Secretary
Steven Y. Moskowitz

Schedule A

<u>Mark</u>	<u>U.S. Reg. No.</u>
AMERICAN COUNTRY GARDEN	2290597
BEN RICKERT	2139292
BENANDRE	1325331
BENE	1322875
EXTREME GIRL	2306523
EXTREME VANILLA	2179532
PP PARFUMS PRIVILEGE	1529217
PRIVILEGE	1352346