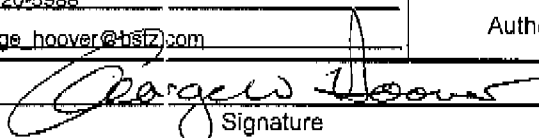


Form PTO-1594 (Rev. 07/05)
 OMB Collection 0651-0027 (exp. 6/30/2008)

U.S. DEPARTMENT OF COMMERCE
 United States Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

<p>1. Name of conveying party(ies): LONGLOSTPERFUME.COM, INC.</p> <p> <input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation- State: <u>New York (formerly)</u> <input type="checkbox"/> Other _____</p> <p>Citizenship (see guidelines) _____</p> <p>Additional names of conveying parties attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies)</p> <p>Additional names, addresses, or citizenship attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Name: <u>IRMA SHORELL, INC.</u></p> <p>Internal _____ Address: _____</p> <p>Street Address: <u>11 East Forsyth Street, Suite 1605</u></p> <p>City: <u>Jacksonville</u></p> <p>State: <u>Florida</u></p> <p>Country: <u>USA</u> Zip: <u>32202</u></p> <p> <input type="checkbox"/> Association Citizenship _____ <input type="checkbox"/> General Partnership Citizenship _____ <input type="checkbox"/> Limited Partnership Citizenship _____ <input checked="" type="checkbox"/> Corporation Citizenship <u>Florida</u> <input type="checkbox"/> Other _____ Citizenship _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No (Designations must be a separate document from assignment)</p>
<p>3. Nature of conveyance)/Execution Date(s) :</p> <p>Execution Date(s) <u>June 6, 2005</u></p> <p> <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p>	
<p>4. Application number(s) or registration number(s) and identification or description of the Trademark.</p> <p>A. Trademark Application No.(s) _____</p> <p>B. Trademark Registration No.(s) <u>2,417,542</u></p> <p style="text-align: right;">Additional sheet(s) attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>	
<p>C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown): CASAQUE</p>	
<p>5. Name & address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>George W Hoover</u></p> <p>Internal Address: <u>BLAKELY SOKOLOFF TAYLOR & ZAFEMAN</u></p> <p>Street Address: <u>12400 Wilshire Boulevard</u> <u>Seventh Floor</u></p> <p>City: <u>Los Angeles</u></p> <p>State: <u>CA</u> Zip: <u>90025</u></p> <p>Phone Number: <u>(310) 207-3800</u></p> <p>Fax Number: <u>(310) 820-5988</u></p> <p>Email Address: <u>george_hoover@bstz.com</u></p>	<p>6. Total number of applications and registrations involved: 10</p> <p>7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ <u>265.00</u></p> <p> <input type="checkbox"/> Authorized to be charged by credit card <input type="checkbox"/> Authorized to be charged to deposit account <input type="checkbox"/> Enclosed (previously paid)</p>
<p>8. Payment Information:</p> <p>a. Credit Card Last 4 Numbers _____ Expiration Date _____</p> <p>b. Deposit Account Number _____</p> <p>Authorized User Name _____</p>	
<p>9. Signature: <u></u> <u>11/21/05</u> _____ Date</p> <p style="text-align: center;">George W Hoover Name of Person Signing</p> <p style="text-align: right;">Total number of pages including cover sheet, attachments, and document: </p>	

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
 Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

ATTACHMENT TO TRADEMARK RECORDATION FORM

Assignor: LONGLOSTPERFUME.COM, INC.

Assignee: IRMA SHORILL, INC.

2,427,336
2,457,005
2,477,525
2,479,371
2,503,424
2,573,066
2,590,713
2,831,082
2,873,047

06-10-2005

FORM PTO-1594

OMB No. 0651-0011 (exp. 4/94)
(Rev. 6-93)

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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

6/9/05

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
LONGLOSTPERFUME.COM, INC.
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Name: **IRMA SHORELL, INC.**
Internal Address:
Street Address: **11 East Forsyth Street, Suite 1605
Jacksonville, Florida 32202**
Country: **USA**
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other
Execution Date: **June 6, 2005**

4. Application number(s) or registration number(s): **2,417,542**
If this document is being filed together with a new application, the execution date of the application is:
A. Trademark Application No.(s)
B. Registration No.(s)
Additional numbers attached? Yes No

6. Total number of applications or registrations involved: **10**

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

7. Total fee (37 CFR 3.41) **\$\$265**
 Enclosed
Authorized to be 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 Reg No 32,992
Name of Person Signing, Reg. No. **32,992** Signature *George W Hoover* Date **6/6/05**
(Total number of pages including cover sheet, attachments & documents) **10**

I hereby certify that this paper or fee is being deposited with the United States Postal Service as First Class Mail to Addressee[®] service under 37 CFR 1.10 on **6/6/05** and is addressed to: Mail Stop: Recordation Services, Director of the United States Patent and Trademark Office, P O Box 1450, Alexandria, Virginia 22313-1450

George W Hoover
(Type or printed name of person mailing paper or fee)
George W Hoover
(Signature of person mailing paper or fee)

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000000 103019006
000000 022666

ATTACHMENT TO TRADEMARK RECORDATION FORM

Assignor: LONGLOSTPERFUMES.COM, INC.

Assignee: IRMA SHORELL, INC.

2,427,336
2,457,005
2,477,525
2,479,371
2,503,424
2,573,066
2,590,713
2,831,082
2,873,047

JUN-06-05 03:11 PM IRMA SHORELL

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P.02

ASSIGNMENT

Whereas, **LONGLOSTPERFUME.COM, INC.**, formerly a New York corporation (hereinafter "Assignor"), is the owner of record of the following trademarks and registrations according to the records of the United States Patent and Trademark Office:

Registration Number	Mark
2,417,542	CASAQUE
2,427,336	MEMOIRE CHERIE
2,457,005	REPLIQUE
2,477,525	ECUSSON
2,479,371	MY SIN
2,503,424	CREPE DE CHINE
2,573,066	BAKIR
2,590,713	TUVACHE
2,831,082	MOST PRECIOUS
2,873,047	SORTILEGE

Whereas, Assignor and **IRMA SHORELL, INC.**, a Florida corporation having a principal place of business at 11 East Forsyth Street, Suite 1605, Jacksonville, Florida 32202 (hereinafter "Assignee") desire to memorialize the fact that Assignee has acquired the entire right, title and interest in and to said trademarks, the registrations thereof and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor does hereby assign, transfer and set over to Assignee, all of Assignor's right, title and interest in and to the above-listed trademarks and registrations and the goodwill associated with said trademarks.

LONGLOSTPERFUME, INC.

Dated: June 6, 2005


 Jeffrey S. Dame, President