

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Riviera Concepts, Inc.		10/24/2007	CORPORATION: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Avon Products, Inc.		
<b>Street Address:</b>	1251 Avenue of the Americas		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10178		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3319613	DRIVEN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)808-7897		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(212) 808-7800		
<b>Email:</b>	mmarcotte@kelleydrye.com		
<b>Correspondent Name:</b>	Matthew D. Marcotte		
<b>Address Line 1:</b>	101 Park Avenue		
<b>Address Line 2:</b>	Kelley Drye & Warren LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10178		
<b>ATTORNEY DOCKET NUMBER:</b>	004208-0005		
<b>NAME OF SUBMITTER:</b>	Matthew D. Marcotte		
<b>Signature:</b>	/Matthew D. Marcotte/		
<b>Date:</b>	04/17/2008		

**CH \$40.00 3319613**

Total Attachments: 2

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**EXHIBIT B**

**QUITCLAIM ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT is effective as of the 24 day of October 2007 by and between RIVIERA CONCEPTS INC. and AVON PRODUCTS, INC. ("AVON").

WHEREAS, RIVIERA CONCEPTS INC., a corporation organized and existing under the laws of Canada, having its principal office at 150 Duncan Mill Road, Don Mills, Ontario M3B 3M4 CANADA (the "Assignor") is the owner in the United States of all right, title and interest in and to a trademark consisting of the designation DRIVEN for cologne, aftershave lotion, aftershave balm, skin soap and non-medicated skin care preparations and the related goodwill, if any, symbolized thereby and associated therewith, and all applications and registrations, if any, for the designation DRIVEN worldwide, including but not limited to U.S. Registration No. 3,319,013

WHEREAS, AVON, a corporation organized and existing under the laws of the State of New York, having its principal office at 1251 Avenue of the Americas, New York, New York 10020 (the "Assignee") is desirous of acquiring, whatsoever rights Assignor may have, if any, in the trademark consisting of the designation DRIVEN; and

WHEREAS, Assignor has agreed to assign to AVON, its entire right, title and interest, if any, in and to the trademark consisting of the designation DRIVEN and the related goodwill, if any.


NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, effective as of the date first written above, Assignor does hereby assign and transfer unto Assignee whatsoever rights it has, if any, in and to said trademark consisting of the designation DRIVEN for all goods and services on which the mark is used as of the date of

**EXHIBIT B**

this Assignment, including but not limited to cologne, aftershave lotion, aftershave balm, skin soap and non-medicated skin care preparations, together with the related goodwill of the business, if any, symbolized by and associated with said trademark consisting of the designation DRIVEN and all applications and registrations, if any, for the designation DRIVEN, including but not limited to U.S. Registration No. 3,319,613.

IN WITNESS WHEREOF, the parties hereto have duly executed this Assignment as of the date first written above.

RIVIERA CONCEPTS INC.

By:  \_\_\_\_\_

Title: President

AVON PRODUCTS, INC.

By:  \_\_\_\_\_

Title: Vice President & Assoc. Gen'l Counsel