

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
Teresa Rice		10/19/2009	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Parfums Givenchy		
Street Address:	77, rue Anatole France		
City:	92532 Levallois-Perret Cedex		
State/Country:	FRANCE		
Entity Type:	CORPORATION: FRANCE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78509131	PLAY	
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-813-5900		
Email:	jweiss@frosszelnick.com		
Correspondent Name:	David Ehrlich		
Address Line 1:	Fross Zelnick Lehrman & Zissu, P.C.		
Address Line 2:	866 United Nations Plaza		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	PGV 0905796		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			

CH \$40.00 78509131

900146040

**TRADEMARK
 REEL: 004084 FRAME: 0019**

Address Line 4:

NAME OF SUBMITTER:

David Ehrlich

Signature:

/joanna weiss/

Date:

10/23/2009

Total Attachments: 2

source=Assignment deed for PLAY (F0532192)#page1.tif

source=Assignment deed for PLAY (F0532192)#page2.tif

ASSIGNMENT

WHEREAS, Teresa Rice, a citizen of the United States ("Assignor"), is the owner of the following trademark and the application for that mark in the United States Patent and Trademark Office (hereinafter, the "Trademark");

TRADEMARK	SERIAL NO.
PLAY	78/509,131

and WHEREAS, Parfums Givenchy, a corporation organized and existing under the laws of France, located at 77, rue Anatole France, 92532 Levallois-Perret Cedex, France ("Assignee"), is desirous of acquiring the Trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby Acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the identified application therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.



Teresa Rice

Sworn to before me this
_____ day of June, 2000
see attached

EXHIBIT A

CALIFORNIA JURAT WITH AFFIANT STATEMENT

- See Attached Document (Notary to cross out lines 1-6 below)
- See Statement Below (Lines 1-5 to be completed only by document signer[s], *not* Notary)

 Signature of Document Signer No. 1

 Signature of Document Signer No. 2 (if any)

State of California

County of Los Angeles

Subscribed and sworn to (or affirmed) before me on this

19th day of October, 2009, by

(1) Teressa S. Rice
Name of Signer

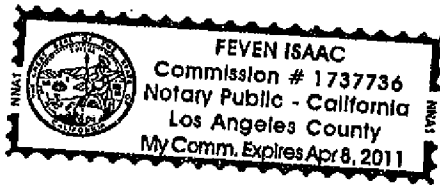
proved to me on the basis of satisfactory evidence to be the person who appeared before me (.) (.)

(and

(2) _____
Name of Signer

proved to me on the basis of satisfactory evidence to be the person who appeared before me.)

Signature Feven Isaac
Signature of Notary Public



Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Further Description of Any Attached Document

Title or Type of Document: Assignment

Document Date: _____ Number of Pages: _____

Signer(s) Other Than Named Above: _____

RIGHT THUMBPRINT OF SIGNER #1

Top of thumb here

RIGHT THUMBPRINT OF SIGNER #2

Top of thumb here