

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	10/16/2009		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Continental Fragrances, Ltd.		10/16/2009
			Entity Type
			CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Avon Products, Inc.		
Street Address:	1251 Avenue of the Americas		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10020		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	78766504	AROMADESIA
CORRESPONDENCE DATA			
Fax Number:	(212)808-7897		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-808-7743		
Email:	mmarcotte@kelleydrye.com		
Correspondent Name:	Matthew D. Marcotte		
Address Line 1:	101 Park Avenue		
Address Line 2:	Kelley Dyre & Warren LLP		
Address Line 4:	New York, NEW YORK 10178		
ATTORNEY DOCKET NUMBER:	004208-0005		
NAME OF SUBMITTER:	Matthew D. Marcotte		
Signature:	/Matthew D. Marcotte/		

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Date:

10/29/2009

Total Attachments: 2

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EXHIBIT A

QUITCLAIM ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is effective as of the 16 day of October 2009 by and between CONTINENTAL FRAGRANCES, LTD. and AVON PRODUCTS, INC. ("AVON").

WHEREAS, CONTINENTAL FRAGRANCES, LTD., a corporation organized and existing under the laws of Michigan, having its principal office at 750 Standard Parkway, Auburn Hills, Michigan 48326 (the "Assignor") is the owner in the United States of all right, title and interest in and to a trademark consisting of the designation AROMADESIA for hair care preparations and the related goodwill symbolized thereby and associated therewith, and all applications and registrations for the designation AROMADESIA worldwide, including but not limited to U.S. Application Serial No. 78/766,504.

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 in the trademark consisting of the designation AROMADESIA; and

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

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 in and to said trademark consisting of the designation AROMADESIA for all goods and services on which the mark is used as of the date




EXHIBIT A

of this Assignment, including but not limited to hair care preparations, together with the related goodwill of the business symbolized by and associated with said trademark consisting of the designation AROMADESIA and all applications and registrations, if any, for the designation AROMADESIA, including but not limited to U.S. Application Serial No. 78/766.504.

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

CONTINENTAL FRAGRANCES, LTD.

By:  _____

Title: Vice President _____

AVON PRODUCTS, INC.

By:  _____

Title: Group Vice President & Associate General Counsel