

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
Dean L. Rhoades		05/27/2009	INDIVIDUAL: UNITED STATES
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: 2			
Property Type	Number	Word Mark	
Registration Number:	2872366	GEMANEW	
Registration Number:	2861067	GEMANEW	
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 Drye & Warren LLP		
Address Line 4:	New York, NEW YORK 10178		
ATTORNEY DOCKET NUMBER:	004208-0034		
NAME OF SUBMITTER:	Matthew D. Marcotte		
Signature:	/Matthew D. Marcotte/		

CH \$65.00 2872366

Date:

02/11/2010

Total Attachments: 3

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ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, effective as of May 27, 2009 (hereinafter the "Effective Date"), by and between Dean L. Rhoades ("ASSIGNOR") and Avon Products, Inc. ("ASSIGNEE").

WHEREAS, ASSIGNOR, a individual resident of California, with an address at 9107 Wilshire Boulevard Suite 400 Beverly Hills CA 90210, is the owner in the United States of all right, title and interest in and to the trademarks identified on Schedule A attached hereto and incorporated herein, together with any registrations and/or applications for such trademarks in the U.S. Patent and Trademark Office and the goodwill related thereto (hereinafter collectively identified as the "TRADEMARKS"); and

WHEREAS, ASSIGNEE, a corporation organized and existing under the law of the state of New York, with an address at 1251 Avenue of the Americas, New York NY 10020, is desirous of acquiring all right, title and interest in and to the TRADEMARKS, together with all goodwill related thereto; and

WHEREAS, ASSIGNOR has agreed to assign to ASSIGNEE the entire right, title and interest that ASSIGNOR has or may have, in and to the TRADEMARKS in the United States, together with the goodwill of the business symbolized thereby and associated therewith.

NOW, THEREFORE, for good and valuable consideration, receipt of which is acknowledged, effective as of the Effective Date, said ASSIGNOR does hereby assign and transfer unto ASSIGNEE its entire right, title and interest in and to the TRADEMARKS for all goods and services together with all registrations and/or applications for such trademarks in the U.S. Patent and Trademark Office, and the related goodwill of the business symbolized by and associated with said TRADEMARKS.

IN WITNESS WHEREOF, the parties hereto have duly executed this Assignment
as of the Effective Date.

DEAN L. RHOADES



Dean L. Rhoades

AVON PRODUCTS, INC.

By: 

Name: Anthony M. Santini

Title: Group Vice President & Associate General Counsel

SCHEDULE A

<u>Mark</u>	<u>App./Reg. No.</u>
GEMANEW	Reg. No. 2,872,366
GEMANEW	Reg. No. 2,861,067