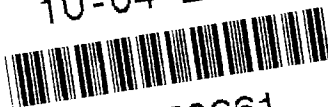


10-04-2004

Patent and Trademark Office

PATE



102850661

attached original documents or copy thereof.

To the Honorable Commissioner of Patents and Trademarks

1. Name of conveying party(ies):

Palmer McGuinness

2. Name and address of receiving party(ies):

Name: Parlux Fragrances, Inc.

Internal Address: _____

Street Address: 3725 Southwest 30th Avenue

City: Ft. Lauderdale State: FL ZIP: 33312

Additional name(s) & address(es) attached? Yes No

Additional name(s) of conveying party(ies) attached?

Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other _____

Execution Date: September 21, 2004

22151 U.S. PTO
29/213979



092304

4. Application number(s) or patent number(s):

29213979

If this document is being filed together with a new application the execution date of the application is: September 21, 2004

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? Yes No

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

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41)\$ 40.00

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)

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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.

Signature

September 23, 2004

Date

Total number of pages including cover sheet: 2

10/01/2004 DBYRNE 00000168 29213979

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EXPRESS MAIL RECEIPT NO. EV372847607US

Attny Dkt No. 002118.P011

ASSIGNMENT

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, I, the undersigned, Palmer McGuinness hereby sell, assign, and transfer to: Parlux Fragrances, Inc., a Delaware corporation, having a principal place of business at 3725 Southwest 30th Avenue, Ft. Lauderdale, Florida 33312 ("Assignee") its successors, assigns and legal representatives, the entire right, title and interest for the United States and all foreign countries, in and to any and all improvements which are disclosed in the application for United States Design Patent,

- which has been executed by the undersigned concurrently herewith,
 which was filed _____ and assigned Serial No. _____.

and is entitled: **BOTTLE AND CAP**

and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States application;

Agree that said Assignee may apply for and receive Letters Patent for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, assignments powers of attorney and other papers; communicate to said Assignee, its successors, assigns, and representatives, all facts known to the undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns and legal representatives; and

Covenant with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Date: 9-21-04

Palmer McGuinness
Name: Palmer McGuinness