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☒ Via Facsimile  
Docket No.: P08955US00/DEJ

## 1. Name of conveying party(ies):

Hubert DE MALHERBE

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

Name: PARFUMS CHRISTIAN DIOR  
Street Address: 33 Avenue Hoche  
City + Address: 75008 Paris, France

## 3. Nature of conveyance

- ☒ Assignment ☐ Merger  
☐ Change of Name ☐ Security Agreement  
☐ Other:

## Execution Date(s):

September 15, 2006

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

- ☐ This document is filed together with a new application.

A. Patent Application No.(s)

29/261,961

B. Patent No.(s)

## 5. Name and address to whom correspondence concerning document should be directed:

Name: Douglas E. Jackson  
STITES & HARBISON PLLC • 1199 North Fairfax St. • Suite 900 • Alexandria, VA 22314-1437  
Telefax: 703-739-9577 • Telephone: 703-739-4900 • CUSTOMER NO. 00881

## 6. Total number of applications and patents involved:

#1

## 7. Total fee (37 CFR 1.21(h) & 3.41)

- ☒ Authorized to be charged by attached CREDIT CARD PAYMENT FORM (PTO-2038)  
(Any insufficiency of fee herewith is authorized to be charged to Deposit Account No. 12-0555)

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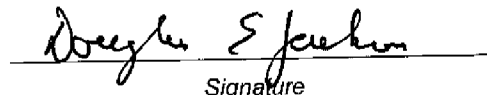
## 8. Payment Information

Credit Card: Last 4 Numbers 1009 Expiration Date: 12/09

## 9. Signature:

Douglas E. Jackson

Name of person signing



Signature

September 25, 2006

Date

Total number of pages including cover sheet, attachments and documents: 4

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OP \$40.00 29261961

**ASSIGNMENT OF PATENT APPLICATION**  
(US rights only - all US rights assigned by inventors to a single assignee)

WHEREAS,

1) Hubert de MALHERBE

residing respectively at

1) 33, Rue Proudhon, 93214 Saint-Denis La Plaine, France

(hereinafter referred to as the "ASSIGNOR") has/have invented certain new and useful improvements in **DISPLAY UNIT**

for which an application for a United States Patent

☐ was executed on even date herewith

☐ was executed on

☒ was filed on June 23, 2006, as Serial No.: 29/261,961

And WHEREAS, **PARFUMS CHRISTIAN DIOR**

whose Post Office Address is 33 Avenue Hoche, 75008 Paris, France

(hereinafter referred to as the "ASSIGNEE") is desirous of acquiring the entire right, title and interest in and to said application and the invention(s) and improvement(s) therein disclosed, for the United States of America, and any Letters Patent which may issue therefor in the United States and all divisions, continuations, reissues, renewals and/or extensions thereof.

NOW THEREFORE in consideration of the sum of ten U.S. dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR does hereby assign, sell, transfer and set over unto the ASSIGNEE the entire right, title and interest in and to said application and the invention(s) and improvement(s) therein disclosed, for the United States of America, and any Letters Patent which may issue therefor in the United States and all divisions, continuations, reissues, renewals and/or extensions thereof, said ASSIGNEE to have and to hold the interests herein assigned to the full ends of the terms of said Letters Patent and any and all divisions, continuations, reissues, renewals and/or extensions thereof, respectively, as fully and entirely as the same would have been held and enjoyed by the ASSIGNOR had this assignment not been made.

And for the consideration aforesaid, ASSIGNOR agrees that ASSIGNOR will communicate to said ASSIGNEE or the representatives thereof any facts known to ASSIGNOR respecting the invention(s) and improvement(s) of the said United States application, and will, upon request, but without expense to ASSIGNOR, testify in any legal proceedings, sign all lawful papers, execute all divisional, reissue, continuation, renewal and/or extension applications, make all rightful oaths, and generally do all other and further lawful acts, deemed necessary or expedient by said ASSIGNEE or by counsel for said ASSIGNEE, to assist or enable said ASSIGNEE to obtain and enforce full benefits from the rights and interests herein assigned.

This assignment shall be binding upon the ASSIGNOR's heirs, executors, administrators, successors and/or assigns, and shall inure to the benefit of the heirs, executors, administrators, successors, and/or assigns, as the case may be, of the ASSIGNEE.

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1049LT:20323:32951:1A:ALEXANDRIA

The Commissioner of Patents is requested to issue such Letters Patent in accordance with

this assignment.

I hereby authorize and request any attorney of record in said Application or any attorney of Stites & Harbison, PLLC, Customer Nos. 00881, 24350 or 32885, to insert above any information concerning the identity of the parties or of said Application (including the serial no. and filing date).

NAME

SIGNATURE

DATE

1) Hubert de MALHERBE

Sept. 15

, 2006

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