

PATENT ASSIGNMENT

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SUBMISSION TYPE:		NEW ASSIGNMENT
NATURE OF CONVEYANCE:		ASSIGNMENT
CONVEYING PARTY DATA		
Name		Execution Date
Palmer McGuinness		05/14/2007
RECEIVING PARTY DATA		
Name:	Parlux Fragrances, Inc.	
Street Address:	3725 Southwest 30th Avenue	
City:	Ft. Lauderdale	
State/Country:	FLORIDA	
Postal Code:	33312	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	29280134	
CORRESPONDENCE DATA		
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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ATTORNEY DOCKET NUMBER:	2118P015	
NAME OF SUBMITTER:	George W Hoover	
Total Attachments: 1		
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CH \$40.00 29280134

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: DECORATIVE COVER FOR A CONTAINER

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: 5-14-07

Palmer McGuinness
Name: Palmer McGuinness

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