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7/20/07

1. Name of conveying party(ies) Execution Date(s):

Executed on May 10, 2007

PARFUMS ALAIN DELON SA

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance/Execution Date(s):

- Assignment Merger
- Security Agreement Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other

2. Name and address of receiving party(ies)

Name JAGUAR FRAGRANCES AG

Internal Address: _____

Street Address: Bühlstrasse 1

City: Zollikerberg

State: _____

Country: Switzerland Zip: 8125

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

4. Application or patent number(s):

A. Patent Application No.(s)

This document is being filed together with a new application.

B. Patent No.(s) D 480,975

Additional numbers attached? Yes No

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

Name: Ronald R. Santucci
 Internal Address: FROMMER LAWRENCE & HAUG LLP
 Street Address: 745 FIFTH AVENUE
 City: NEW YORK
 State: N.Y. Zip: 10151
 Phone Number: 212-588-0800
 Fax Number: 212-588-0500
 E-mail Address: rsantucci@flhlaw.com

6. Total number of applications and patents involved 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- Authorized to be charged by credit card
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- None required (government interest not affecting title)

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July 20, 2007
Date

Paul A. Levy, Reg. No. 45,748
Name of Person Signing

Total number of pages including cover sheet attachments, and document:

4

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Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

THIS DEED OF ASSIGNMENT

made the 10 day of May 2007

PARTIES

Parfums Alain Delon SA, Böhistrasse 1, 8125 Zollikerberg, Switzerland ("the Assignor") of the One Part

AND

Jaguar Fragrances AG, Böhistrasse 1, 8125 Zollikerberg, Switzerland ("the Assignee") of the Other Part

RECITALS

(A) the Assignor is the registered proprietor and owner for trademarks and design rights, particulars of which are set out in the Schedule hereto

and

(B) the Assignor has agreed to assign to the Assignee all the Assignor's right, title and interest in and to the trademarks and design rights (and the registrations thereof) without the goodwill of the business in the goods and services in respect of which the trademarks and design rights are registered .

WITNESSES

In consideration of the sum of CHF 1.00 and other good and valuable consideration now paid by the Assignee to Assignor (the receipt of which is hereby acknowledged) the Assignor hereby assigns to the Assignee to hold absolutely all the Assignor's right, title and interest in and to the trademarks and design rights and the registrations thereof without the goodwill of the business concerned in the goods in respect of which the trademarks and/or design rights are registered and all the rights, powers, liberties and immunities conferred on the registered owner of the trademarks and design rights including the right to sue for damages and all other remedies in respect of any infringement of the trademarks and/or design rights which may have occurred prior to the date of this deed.

Country	Trade Mark No.	Mark	Class
International Register	835348	3D PDP-Flacon Jaguar Woman	3
Switzerland	526959	3D PDP-Flacon Jaguar Woman	3
United Arab Emirates	50113	3D PDP-Flacon Jaguar Woman	3
USA	3,115,406	3D PDP-Flacon Jaguar Woman	3

Country	Design right No.	Design
China	ZL 01359983.6	JAGUAR NEW CLASSIC
China	200530120935.5	FLACON JAGUAR STYLE
Canada	112504	FLACON JAGUAR STYLE
European Community	000388848	FLACON JAGUAR STYLE
Hong Kong	0502035.1	FLACON JAGUAR STYLE
International Register	DM/056 828	JAGUAR NEW CLASSIC
Israel	41340	FLACON JAGUAR STYLE
Japan	1177957	JAGUAR NEW CLASSIC
Japan	1270619	FLACON JAGUAR STYLE
Malaysia	MY 01-00751	JAGUAR NEW CLASSIC
Russia	53078	JAGUAR NEW CLASSIC
Singapore	D2001/1553/C	JAGUAR NEW CLASSIC
Singapore	D2005/1597/J	FLACON JAGUAR STYLE
South Korea	302020	JAGUAR NEW CLASSIC
South Korea	432304	FLACON JAGUAR STYLE
Switzerland	131640	FLACON JAGUAR STYLE
Taiwan	D 114864	FLACON JAGUAR STYLE
United Arab Emirates	109/2001	JAGUAR NEW CLASSIC
United Arab Emirates	253/2005	FLACON JAGUAR STYLE
United Kingdom	3000450	JAGUAR NEW CLASSIC
USA	480,975	JAGUAR NEW CLASSIC
USA	29/237,721	FLACON JAGUAR STYLE

Executed as a deed on the date shown above.

Executed by the Assignor
in accordance with the laws
of its incorporation by:



name: Roger von der Weid
position: CEO

Executed by the Assignee
in accordance with the laws
of its incorporation by:



name: Roger von der Weid
position: CEO

Official Certification

Seen for authentication of the above signature, affixed in our presence by

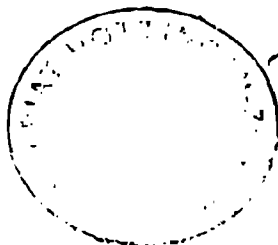
Mr. Roger von der Weid, citizen of Fribourg, residing at Wollerau,
(who is personally known to us),

who, according to the extract shown to us from the Commercial Register dated 9th day of
May 2007, is entered in the Commercial Register as president of the Board of Directors
with sole signature for the

Parfums Alain Delon SA, having its registered domicile in Zollikon (Zollikerberg).

Zurich, 10th May 2007

B No. 709
Fee: Fr. 30.--



NOTARIAT HOTTINGEN-ZÜRICH


Roman Sandmayer, Deputy Notary public

FROMMER LAWRENCE & HAUG LLP

745 Fifth Avenue
New York, New York 10151
Telephone: (212) 588-0800
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FACSIMILE COVER LETTER

To: Assignment Recordation Services

Firm: U.S. Patent and Trademark Office

Facsimile No.: (703) 308-7124

From: Paul A. Levy

Date: July 20, 2007

Re: Design Patent D480,975
Attorney Docket 930116-1000

No. of Pages: 5
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