

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                                                                                                                        |                                 |
|----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| SUBMISSION TYPE:                                                                                                                       | NEW ASSIGNMENT                  |
| NATURE OF CONVEYANCE:                                                                                                                  | CHANGE OF NAME                  |
| CONVEYING PARTY DATA                                                                                                                   |                                 |
| Name                                                                                                                                   | Execution Date                  |
| Marie Keurinck                                                                                                                         | 11/29/2007                      |
| RECEIVING PARTY DATA                                                                                                                   |                                 |
| Name:                                                                                                                                  | LVMH Fragrance Brands           |
| Street Address:                                                                                                                        | 77 rue Anatole France           |
| City:                                                                                                                                  | Levallois Perret                |
| State/Country:                                                                                                                         | FRANCE                          |
| Postal Code:                                                                                                                           | 92300                           |
| PROPERTY NUMBERS Total: 1                                                                                                              |                                 |
| Property Type                                                                                                                          | Number                          |
| Application Number:                                                                                                                    | 11911786                        |
| CORRESPONDENCE DATA                                                                                                                    |                                 |
| Fax Number:                                                                                                                            | (312)977-9959                   |
| Phone:                                                                                                                                 | 312-977-9902                    |
| Email:                                                                                                                                 | swallace@millermatthiashull.com |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>                  |                                 |
| Correspondent Name:                                                                                                                    | Miller, Matthias & Hull LLP     |
| Address Line 1:                                                                                                                        | One North Franklin              |
| Address Line 2:                                                                                                                        | Suite 2350                      |
| Address Line 4:                                                                                                                        | Chicago, ILLINOIS 60606         |
| ATTORNEY DOCKET NUMBER:                                                                                                                | 28944/50092                     |
| NAME OF SUBMITTER:                                                                                                                     | Thomas A. Miller                |
| Total Attachments: 8<br>source=50092-change_name#page1.tif<br>source=50092-change_name#page2.tif<br>source=50092-change_name#page3.tif |                                 |

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*Extrait Kbis*

IMMATRICULATION AU REGISTRE DU COMMERCE ET DES SOCIÉTÉS

Extrait au 08 Février 2011

**IDENTIFICATION**

Dénomination sociale : LVMH FRAGRANCE BRANDS  
Numéro d'identification : 572 082 253 R.C.S. NANTERRE  
Numéro de gestion : 1980 B 03146  
Date d'immatriculation : 31 Mai 1957

**RENSEIGNEMENTS RELATIFS A LA PERSONNE**

Forme juridique : Société anonyme  
Au capital de : 10 707 833,50 Euros  
Adresse du siège : 77 Rue Anatole France 92300 Levallois Perret  
Durée de la société : Jusqu'au 01 MAI 2056  
Date d'arrêt des comptes : 31 Décembre

Constitution - Dépôt de l'acte constitutif : Au Greffe du Tribunal de Commerce de PARIS le 06 Mai 1957  
Publication : Les Annonces de la Seine du 8 Mai 1957 au ET DU 09/05/57

**ADMINISTRATION**

Président directeur général et administrateur Monsieur LORENZO Alain  
né(e) le 29/08/1956 à ALGER (ALGERIE)  
de nationalité Française  
demeurant 10 Allée Des Érables Croissy-Sur-Seine 78290 Croissy  
Sur Seine

Administrateur Lvmh Fashion Group  
(335 581 294 R.C.S. PARIS)  
22 Avenue Montaigne 75008 Paris  
représentée par  
Monsieur BELLONI Antonio  
né(e) le 22/06/1954 à Gallarate (ITALIE)  
de nationalité Italienne  
Demeurant: 4, Avenue Poincaré 75016 PARIS

Administrateur UFIPAR  
(475 484 689 R.C.S. NANTERRE)  
65 Avenue Edouard Vaillant 92100 Boulogne Billancourt  
Forme juridique Société par actions simplifiée  
représentée par  
Monsieur COLIN Philippe  
né(e) le 19/05/1964 à ST CLOUD 92210  
de nationalité Française  
Demeurant: 100 Boulevard de la République 92210 NEUILLY SUR  
SEINE

Administrateur LVMH FINANCE

*Extrait Kbis*

IMMATRICULATION AU REGISTRE DU COMMERCE ET DES SOCIETES

Extrait au 08 Février 2011

(380 097 881 R.C.S. NANTERRE)  
65 Avenue Edouard Vaillant 92100 Boulogne Billancourt  
*Forme juridique* Société anonyme  
*représentée par*  
Monsieur GUIONY Jean jacques  
*nom d'usage* GUIONY  
*né(e) le* 31/12/1961 à TOULOUSE 31000  
*de nationalité* Française  
1 RUE Du printemps 75017 PARIS FR FRANCE  
*Commissaire aux comptes titulaire* DELOITTE & ASSOCIES  
(572 028 041 R.C.S. NANTERRE)  
185 C Avenue Charles De Gaulle 92200 Neuilly Sur Seine  
*Forme juridique* Société anonyme

*Commissaire aux comptes suppléant* BEAS  
(315 172 445 R.C.S. NANTERRE)  
7-9 Villa Houssay 92200 Neuilly Sur Seine  
*Forme juridique* Société à responsabilité limitée

**RENSEIGNEMENTS RELATIVES A L'ACTIVITE COMMERCIALE**

*Origine du fonds ou de l'activité :* Création d'un fonds de commerce  
*Activité :* Produits de parfumerie et de beauté savonnerie hygiène coiffure  
toilette.  
*Nom commercial :* GIVENCHY PARFUMS - BEAUTE  
*Adresse de l'établissement principal :* 77 Rue Anatole France 92300 Levallois Perret  
*Commencement d'activité le :* 01 Mai 1957  
*Mode d'exploitation :* Exploitation directe PROPRIETAIRE EXPLOITANT

**OBSERVATIONS**

31 Octobre 2002 , numéro 94679 Mise en harmonie des statuts avec la loi 2001-420 du 15 mai 2001 de  
l'assemblée générale du 10/06/2002  
04 Février 2011 , numéro 89225 FUSION- ABSORPTION DE LA SOCIETE KENZO PARFUMS  
SA (RCS PARIS 344.842.190) PAR LA SA LVMH FRAGRANCE  
BRANDS ( ANCIENNEMENT PARFUMS GIVENCHY) RCS  
NANTERRE 572.082.253, A COMPTER DU 31/12/2010.

**ETABLISSEMENTS HORS LE RESSORT DU GREFFE**

*Greffé de ST QUENTIN (0202)* 27 PCE DE LA LIBERTE 02140 VERVINS  
*Etablissement Secondaire*  
*Greffé de BEAUVAIS (6001)* 7 Avenue MONTAIGNE 60007 BEAUVAIS  
*Etablissement Secondaire*

MILLER, MATTHIAS & HULL, One North Franklin, Suite 2350, Chicago, Illinois 60606

Attorney Docket: \_\_\_\_\_

# ASSIGNMENT

Serial No: 11/911 786

Filed: OCTOBER 17, 2007

Title: MASCARA APPLICATOR

For \$10.00 (Ten Dollars) and other good and sufficient consideration, the receipt and sufficiency whereof are hereby acknowledged, the undersigned hereby assign(s) to each of **PARFUMS GIVENCHY SA, 77 rue Anatole France, 92300 LEVALLOIS PERRET, France**, (hereinafter "assignees"), and to the assignees successors and assigns, an undivided fifty-percent share of the right, title, and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States, executed by the undersigned on \_\_\_\_\_ and in said application and any and all other applications, both United States and foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and foreign countries, which may be obtained on any of said applications, and in any reissue or extension thereof.

The undersigned hereby authorize(s) and request(s) the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignees.

The undersigned hereby authorize(s) and request(s) the attorneys of record in said application to insert in this assignment the execution date and/or filing date and serial number of said application when officially known.

The undersigned warrant(s) himself/herself/themselves to be the owner(s) of the interest herein assigned and to have the right to make this assignment and further warrant(s) that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned.

For said consideration the undersigned hereby agree(s), upon the request and at the expense of said assignees, their successors and assigns, to execute any and all divisional, continuation, continuation-in-part and substitute applications for said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application, and any and all applications and other documents for Letters Patent in foreign countries on said invention or improvements, that said assignees, their successors or assigns, may deem necessary or expedient, and for the aforesaid consideration the undersigned further agree(s) upon the request of said assignees, their successors or assigns, in the event of any application or Letters Patent assigned herein becoming involved in Interference, to cooperate to the best of the ability of the undersigned with said assignees, their successors or assigns, in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the undersigned hereby agreeing to perform, upon request, any and all affirmative acts to obtain said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed in said assignees, its successors and assigns, whereby said Letters Patent will be held and enjoyed by said assignees, their successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

PATENT

REEL: 028053 FRAME: 0455

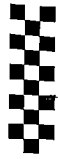
WITNESS my/our hand(s) this 29 day of November, 2007.

Marie KEURINCK  
Name:

Witnesses:

ISABEL MORENO

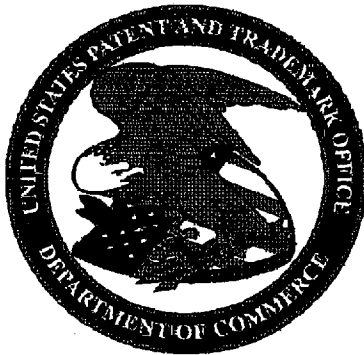
[Signature]



MILLER, MATTHIAS &amp; HULL

COMPANY: ONE NORTH FRANKLIN

EET

**UNITED STATES PATENT AND  
TRADEMARK OFFICE****Facsimile Transmission**

**To:**                      **Name:**                      MILLER, MATTHIAS & HULL  
                              **Company:**                    ONE NORTH FRANKLIN STREET  
                              **Fax Number:**                13129779959  
                              **Voice Phone:**

**From:**                   **Name:**                      ASSIGNMENT SERVICES BRANCH  
                              **Voice Phone:**                571-272-3350

37 C.F.R. 1.6 sets forth the types of correspondence that can be communicated to the Patent and Trademark Office via facsimile transmissions. Applicants are advised to use the certificate of facsimile transmission procedures when submitting a reply to a non-final or final Office action by facsimile (37 CFR 1.8(a)).

**Fax Notes:**

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| Pg# | Description               |
|-----|---------------------------|
| 1   | Cover Page                |
| 2   | 407.TXT                   |
| 4   | Document 1, Batch 1133001 |

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USPTO ASSIGNMENT SYSTEM PROCESSING

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Date and time of transmission: Friday, January 04, 2008 11:45:06 AM  
Number of pages including this cover sheet: 04

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):MILLER, MATTHIAS &amp; HULL COMPANY:ONE NORTH FRANKLIN STREET

**UNITED STATES PATENT AND TRADEMARK OFFICE**UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

\*500430336A\*

JANUARY 03, 2008

PTAS

MILLER, MATTHIAS & HULL  
ONE NORTH FRANKLIN STREET  
SUITE 2350  
CHICAGO, IL 60606UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENTTHE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF  
THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS  
AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER  
REFERENCED BELOW.PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE  
INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA  
PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD  
FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY  
CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 571-272-3350.  
PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE,  
MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 01/02/2008

REEL/FRAME: 020306/0090

NUMBER OF PAGES: 3

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).  
DOCKET NUMBER: 28944/50092

## ASSIGNOR:

KEURINCK, MARIE

DOC DATE: 11/29/2007

## ASSIGNEE:

PARFUMS GIVENCHY SA  
77 RUE ANATOLE FRANCE  
LEVALLOIS PERRET, FRANCE 92300

SERIAL NUMBER: 11911786

FILING DATE:

PATENT NUMBER:

ISSUE DATE:

TITLE: MASCARA APPLICATOR





):MILLER, MATTHIAS &amp; HULL COMPANY:ONE NORTH FRANKLIN STREET

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01/02/2008  
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|--------------------------------------------------------------------------------------|--------------------------------|
| SUBMISSION TYPE:                                                                     | NEW ASSIGNMENT                 |
| NATURE OF CONVEYANCE:                                                                | ASSIGNMENT                     |
| CONVEYING PARTY DATA                                                                 |                                |
| Name                                                                                 | Execution Date                 |
| Marie KEURINCK                                                                       | 11/29/2007                     |
| RECEIVING PARTY DATA                                                                 |                                |
| Name:                                                                                | PARFUMS GIVENCHY SA            |
| Street Address:                                                                      | 77 rue Anatole France          |
| City:                                                                                | LEVALLOIS PERRET               |
| State/Country:                                                                       | FRANCE                         |
| Postal Code:                                                                         | 92300                          |
| PROPERTY NUMBERS Total: 1                                                            |                                |
| Property Type                                                                        | Number                         |
| Application Number:                                                                  | 11911786                       |
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| Fax Number:                                                                          | (312)977-9959                  |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                                |
| Phone:                                                                               | 312-977-9902                   |
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| Correspondent Name:                                                                  | MILLER, MATTHIAS & HULL        |
| Address Line 1:                                                                      | ONE NORTH FRANKLIN STREET      |
| Address Line 2:                                                                      | SUITE 2350                     |
| Address Line 4:                                                                      | CHICAGO, ILLINOIS 60606        |
| ATTORNEY DOCKET NUMBER:                                                              | 28944/50092                    |
| NAME OF SUBMITTER:                                                                   | Thomas A. Miller               |
| Total Attachments: 2<br>source=911786#page1.tif<br>source=911786#page2.tif           |                                |

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); MILLER, MATTHIAS & HULL COMPANY: ONE NORTH FRANKLIN STREET

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