

Form PTO-1504
1-31-92

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy hereof.

1. Name of conveying party(ies):
DAVIDOFF & CIE SA

Individual(s) Association
 General Partnership Limited Partnership
 Corporation Switzerland
 Other _____

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

2. Name and address of receiving party(ies):
Name: ZINO DAVIDOFF SA
Address: Rue Faucigny 5, 1700 Fribourg
Switzerland

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation Switzerland
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached:
 Yes No
 (Designations must be a separate document from Assignment)
 Additional name(s) & addresses attached?
 Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: October 26, 2004

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s) **SEE ATTACHED**
 B. Trademark Registration No.(s). **SEE ATTACHED**

Additional Numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Susan Upton Douglass
 Internal Address: Fross Zelnick Lehrman & Zissu, P.C.
 Street Address: 866 United Nations Plaza
 City: New York State: NY Zip: 10017
 Tel: (212)813-5900; Fax: (212)813-5901

6. Total number of applications and registration involved:.....18

7. Total fee (37 CFR 3.41) \$ 465.00


Authorized to be charged to deposit account
 (Only if total fee is not sufficient)

8. Deposit account number:
23-0825; Docket No.: ZINO - 0423281

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

Susan Upton Douglass  November 16, 2004
 Name of Person Signing Signature Date

Total number of pages comprising cover sheet: _____

CH \$465.00 230825 75084886

SCHEDULE

TRADEMARKS	SERIAL NO. / REGISTRATION NO.
COOL WATER	1,735,965
DAVIDOFF and Design	2,420,157
DAVIDOFF and Design	2,000,700
DAVIDOFF and Design	1,432,571
DAVIDOFF (Stylized)	1,439,621
DAVIDOFF and Design	2,304,391
DAVIDOFF and Design	1,480,510
DAVIDOFF	2,609,218
DAVIDOFF COOL WATER and Design	1,735,958
DAVIDOFF COOL WATER DEEP	78/310,238
DAVIDOFF RELAX and Design	1,753,520
DAVIDOFF RELAX and Design	1,744,198
Miscellaneous (Bottle) Design	2,723,215
RELAX	876,190
WORDS WELL CRAFTED	2,388,592
ZINO DAVIDOFF and Design	1,538,769
ZINO DAVIDOFF	1,453,815
ZINO PLATINUM	76/084,886

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452USassignment

ASSIGNMENT

WHEREAS, **Davidoff & Cie SA** a company organized and existing under the laws of Switzerland, located and doing business at 2, rue de rive, 1200 Geneva, Switzerland, has adopted the trademarks on the enclosed list which are the subject of application(s) or registration(s) with the United States Patent and Trademark Office;

AND WHEREAS, **Zino Davidoff SA**, a company duly organized and existing under the laws of Switzerland, located and doing business at rue Faucigny 5, 1700 Fribourg, Switzerland, is desirous of acquiring these marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said **Davidoff & Cie SA** does hereby assign unto the said **Zino Davidoff SA**, all rights, title and interests in and to the said marks and past common law causes of action, and the application(s)/registration(s) marked on the enclosed list, together with the goodwill of the business pertaining to said marks.

Dated this 26 day of October 2004

Davidoff & Cie SA

BY: *Ernst Schneider* *Reto Cina*

Name: Dr. Ernst Schneider Dr. Reto Cina

Title: President Director