

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Coty GmbH		09/01/2007	GmbH: GERMANY
RECEIVING PARTY DATA			
Name:	Coty Deutschland GmbH		
Street Address:	Fort Malakoff Park		
City:	Rheinstrasse 4E - Mainz		
State/Country:	GERMANY		
Postal Code:	55116		
Entity Type:	GmbH: GERMANY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2976346	RIMMEL	
CORRESPONDENCE DATA			
Fax Number:	(212)479-4375		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	elisheva_jasie@cotyinc.com		
Correspondent Name:	Elisheva Jasie		
Address Line 1:	2 Park Avenue		
Address Line 2:	17th floor		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	RIMMEL ASSIGNMENT		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			

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Address Line 4:

NAME OF SUBMITTER:

Elisheva Jasie

Signature:

/e/

Date:

10/11/2007

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS Coty GmbH, a German corporation, with its principal place of business located at Ludwig-Bertramm-Str. 8+10 67059 Ludwigshafen (hereinafter "Assignor"), adopted, used, and is using the trademark RIMMEL (hereinafter the "Trademark") and is the record owner of US Trademark Application /Registration N° 2976346 therefor; and

WHEREAS Coty Deutschland GmbH., a German corporation, with its principal place of business located at Fort Malakoff Park, Rheinstrasse 4E, Mainz 55116 (hereinafter "Assignee") is desirous of acquiring all rights, title and interest in and to the said Trademark, the goodwill symbolized thereby, the business associated therewith, which business is ongoing and existing, and the United States trademark application/registration of the Trademark.

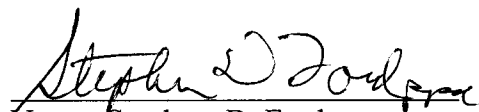
NOW THEREFORE IT IS AGREED AS FOLLOWS

For and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency whereof is hereby mutually acknowledged, Assignor hereby sells, assigns, transfers and conveys unto said Assignee, its successors and assigns, the entire right, title and interest in and to the Trademark, the goodwill symbolized thereby, the business associated therewith, which business is ongoing and existing, and the United States Trademark application/registration therefor, as well as the right to sue for past and present infringements thereof.

This agreement is effective as of September 1, 2007.

Assignor: Coty GmbH

Assignee: Coty Deutschland GmbH



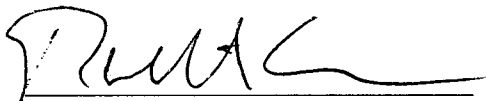
Name: Stephen D. Ford

Title: Procurist



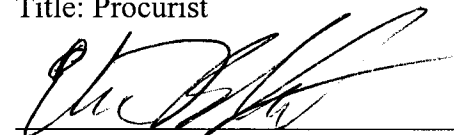
Name: Robert Cravens

Title: Procurist



Name: Robert Cravens

Title: Procurist



Name: Eric Breitman

Title: Procurist