TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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

CH $40.00 2976346

CORRESPONDENCE DATA

Fax Number: (212)479-4375
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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:

Address Line 4:	
NAME OF SUBMITTER:	Elisheva Jasie
Signature:	/e/
Date:	10/11/2007
Total Attachments: 1 source=Assignment RIMMEL from Coty GmbH to Deutschland#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS Coty GmbH, a German corporation, with its principal place of business located at Ludwig-Bertramn-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

Name: Stephen D. Ford

Title: Procurist

Name: Robert Cravens

Title: Procurist

Assignee: Coty Deutschland GmbH

Name: Robert Cravens

Title: Procurist

Name: Eric Breitman

Title: Procurist