TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM501624

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Coty Germany GmbH		12/10/2018	Corporation: GERMANY

RECEIVING PARTY DATA

Name:	SA Designer Parfums Limited
Street Address:	Amertrans Park, Bushey Mill Lane
City:	Watford
State/Country:	UNITED KINGDOM
Postal Code:	WD24 7JG
Entity Type:	Private Limited Company: UNITED KINGDOM

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	4951660	PLAY IT

CORRESPONDENCE DATA

Fax Number: 7032737684

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 703-273-7680
Email: rshapiro@sasiplaw.com
Correspondent Name: RONALD E. SHAPIRO
Address Line 1: 11350 RANDOM HILLS ROAD, SUITE 740
Address Line 4: FAIRFAX, VIRGINIA 22030

NAME OF SUBMITTER:	Ronald E. Shapiro
SIGNATURE:	/Ronald E. Shapiro/
DATE SIGNED:	12/11/2018

Total Attachments: 2
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source=Deed of Assignment - Coty Germany GmbH to SADP - US#page2.tif

OP $40.00 4951660

ASSIGNMENT

This Assignment is made by and between Coty Germany GmbH ("Assignor"), a corporation organized under the laws of Germany, with a place of business at Fort Malakoff Park, Rheinstrasse 4E, Mainz, Germany 55116, and SA Designer Parfums Limited ("Assignee"), a private limited company organized under the laws of the United Kingdom, with a place of business at Amertrans Park, Bushey Mill Lane, Watford WD24 7JG, United Kingdom.

WHEREAS, Assignor owns the trademark ("the Mark") and the trademark registration ("the Registration") listed on the attached Schedule A; and;

WHEREAS, Assignee desires to acquire all of Assignor's rights to the Mark and the Registration, together with the goodwill of the business symbolized by the Mark;

NOW, THEREFORE, in consideration of One Dollar and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has sold, assigned, transferred, and set over, and does, by this Assignment, sell, assign, transfer, and set over unto Assignee all of Assignor's rights to the Mark and the Registration, together with the goodwill of the business symbolized by the Mark, and all claims for damages and profits for past infringement with the right to sue for and collect the same for the use and benefit of Assignee, its successors, assigns, and legal representatives.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized officer or representative on the date written below.

COTY GERMANY GMBH

By: _____

Name: Jacqueline Stelling

Title: Procurist

Date: December 10, 2018

By: _____

Name: Elisheva Jasie

Title: Procurist

Date: December 10, 2018

Schedule A

Mark	Registration No.
PLAY IT	4951660