

10-06-2000

COVER SHEET

U.S. DEPT OF COMMERCE
Patents & Trademarks



101480192

MRO 8/7/00

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

- 1. Name of conveying party(ies)
Giorgio Beverly Hills, Inc.
- Individual(s) Association
- General Partnership Limited Partnership
- Corporation-State
- Other _____

- 2. Name and address of receiving party (ies.)
Giorgio Beverly Hills, Inc.
- Internal Address: Legal Division 2-C-GO Box 11
- Street Address: One Procter & Gamble Plaza
- City: Cincinnati State: Ohio Zip: 45202

Additional name(s) of conveying party(ies) attached

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

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other Change of Address

If assignee is not domiciled in the United States, a domestic representative designation is attached:
(Designation must be a separate document from Assignment)
Additional name(s) & address(es) attached?

Execution Date: July 27, 2000

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

See Attached Schedule

B. Trademark registration No.(s)

See Attached Schedule

Additional numbers attached?

5. Name and address of party to whom correspondence concerning document should be mailed:

6. Total number of applications and registrations involved: 83

Name: Karen Damen

Internal Address: Legal Division 2-C-GO Box 11

Street Address: One Procter & Gamble Plaza

City: Cincinnati State OH Zip: 45202

7. Total fee (37 CFR 3.41): \$ 2090.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:
162488

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

DO NOT USE THIS SPACE

9. Statement and signature
10/03/2000 DBYRNE 00000111 162488 1385655
01 FC:481
02 FC:482

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.

40.00 CH
2090.00 CH

Karen Damen

Name of Person Signing

Karen Damen
Signature

July 31, 2000
Date

TRADEMARK
REEL: 2154 FRAME: 0537

SCHEDULE

TRADEMARK

REGISTRATION/APPLICATION NO.

BEVERLY HILLS BY GIORGIO	1,385,655
G	75/665621
GBH	2092234
GIORGIO	1018803
GIORGIO	1163298
GIORGIO	1001350
GIORGIO	1009632
GIORGIO	1327870
GIORGIO	1428310
GIORGIO	1423906
GIORGIO	1458507
GIORGIO	1525741
GIORGIO	1998619
GIORGIO	1922017
GIORGIO	1921788
GIORGIO	2032947
GIORGIO (& Crest Device)	1922018
GIORGIO (& Crest Device)	996754
GIORGIO (& Crest Device)	1005638
GIORGIO (& Crest Device)	1391674
GIORGIO (& Crest Device)	1389640
GIORGIO (& Crest Device)	1419951
GIORGIO (& Crest Device)	1423905
GIORGIO (& Crest Device)	1458508
GIORGIO (& Crest Device)	1503067
GIORGIO (& Crest Device)	1990288
GIORGIO (& Crest Device)	1927949
GIORGIO (& Yellow & White Stripes Device)	1541606
GIORGIO (Bottle Device)	1675652
GIORGIO (Bottle Device)	1,693,903
GIORGIO (Bottle Device)	1811374
GIORGIO (Bottle Device)	1812638
GIORGIO (Crest Device)	1275259
GIORGIO (Yellow & White Stripes Device)	1248066
GIORGIO (Yellow & White Stripes Device)	1014444
GIORGIO (Yellow & White Stripes Device)	1385642
GIORGIO (Yellow & White Stripes Device)	1450268
GIORGIO (Yellow & White Stripes Device)	1419132
GIORGIO (Yellow & White Stripes Device)	1449693
GIORGIO (Yellow & White Stripes Device)	1857702
GIORGIO (Yellow & White Stripes Device)	2143625
GIORGIO (Yellow & White Stripes Device)	1966347

SCHEDULE (contd.)

TRADEMARK

REGISTRATION/APPLICATION NO.

GIORGIO AIRE	2058376
GIORGIO AIRE (Mintgreen & White Stripes Device)	2086635
GIORGIO BEVERLY HILLS	1001349
GIORGIO BEVERLY HILLS	1350214
GIORGIO BEVERLY HILLS	1460806
GIORGIO BEVERLY HILLS	1422857
GIORGIO BEVERLY HILLS	1460175
GIORGIO BEVERLY HILLS	1528333
GIORGIO BEVERLY HILLS	1,766,571
GIORGIO BEVERLY HILLS	1659376
GIORGIO BEVERLY HILLS	2001801
GIORGIO BEVERLY HILLS	1916448
GIORGIO BEVERLY HILLS	2044750
GIORGIO BEVERLY HILLS (& Crest Device)	1050608
GIORGIO BEVERLY HILLS SIGNATURE	75/685545
GIORGIO SIGNATURE	75/648503
NOTHING SO SOFT WAS EVER SO EXCITING	74/065840
OCEAN DREAM	2,066,459
OCEAN DREAM (Bottle)	2,199,489
RED	1165125
RED	1526382
RED	1678246
RED	1667322
RED	1,739,012
RED	75/622883
RED (& Crest Device)	1,855,226
RED (& Device)	1631255
RED (& Device)	1680922
RED (Bottle Device)	1673154
RED (Swirl Device - Color)	1,670,944
RED (Swirl Device)	1,803,014
RED FOR MEN	1710669
RED FOR MEN (& Device - Color)	1692338
RED FOR MEN (& Device)	1710670
RED 2	2104240
RED, EVERYTHING ELSE PALES	2079215
THE MIST OF GIORGIO	1915925
THE MIST OF GIORGIO (& Device)	1924990
WINGS	1275710
WINGS	1,855,055
WINGS GIORGIO BEVELRY HILLS	1,855,056

CHANGE OF ADDRESS

I, David M. Moyer, Assistant Secretary of Giorgio Beverly Hills, Inc., do hereby certify that on July 1, 1999, the address of GIORGIO BEVERLY HILLS, INC. owners of the Trademarks on the attached Schedule changed to:

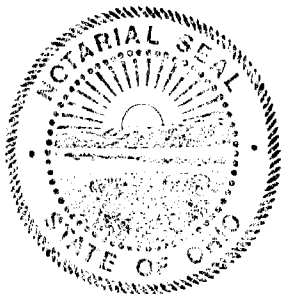
One Procter & Gamble Plaza
Cincinnati, Ohio 45202 U.S.A.

7/27/00
Date

David M. Moyer
David M. Moyer
Assistant Secretary
Giorgio Beverly Hills, Inc.

United States of America)
State of Ohio)ss
County of Hamilton)

Declared before me this 27th day of July, 2000, by David M. Moyer, Assistant Secretary of Giorgio Beverly Hills, Inc. and authorized to sign the foregoing on its behalf.



DIANNA S. ICENHOWER
Notary Public, State of Ohio
My Commission Expires Mar. 3, 2003

Dianna S. Icenhower