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TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
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- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger
Effective Date
Month Day Year _____
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Name Shiseido Company, Ltd.

Execution Date
Month Day Year
06 21 99

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association

Other _____

Citizenship/State of Incorporation/Organization Tokyo, Japan

Receiving Party

Mark if additional names of receiving parties attached

Name Chanel, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 9 West 57th Street

Address (line 2) _____

Address (line 3) New York City NY State/Country 10019-2790 Zip Code

- Individual General Partnership Limited Partnership Association

Corporation Association

Other _____

Citizenship/State of Incorporation/Organization New York

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

12/19/2000 JJALLAH2 00000013 75315311

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01 FC:481 40.00 OP
02 FC:998 10.00 OP

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TRADEMARK
REEL: 002196 FRAME: 0660

Domestic Representative Name and Address

Enter for the first Receiving Party only.

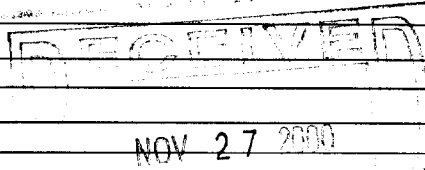
Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)



Correspondent Name and Address

Area Code and Telephone Number 212-688-5055

Name Adrienne Hahn

Address (line 1) Chanel, Inc.

Address (line 2) 9 West 57th Street

Address (line 3) New York, NY 10019-2790

Address (line 4)

Pages Enter the total number of pages of the attached conveyance document including any attachments. #

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<u>75/315,311</u>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties Enter the total number of properties involved. # 1

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$ 50

Method of Payment: Enclosed Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: # 03-1352

Authorization to charge additional fees: Yes No

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. Charges to deposit account are authorized, as indicated herein.

Adrienne Hahn
Name of Person Signing

Adrienne Hahn
Signature

11/27/00
Date Signed

U. S. A.
ASSIGNMENT

WHEREAS, **Shiseido Company, Ltd.**, with offices located at 7-5-5 Ginza, Chuo-ku, Tokyo 104-10 Japan, a corporation organized and existing under the laws of the Country of Japan, is the owner of the trademark "**5S**," in various forms, which is the subject of an application for registration at the United States Patent and Trademark Office, particulars of which are as follows:

<u>MARK</u>	<u>SERIAL NO.</u>	<u>FILING DATE</u>
5S	75/315,311	06/26/1997

(hereinafter referred to as the "Mark");

WHEREAS, by agreement, **Chanel, Inc.**, with offices at 9 West 57th Street, New York, New York 10019, a corporation organized and existing under the laws of the State of New York, is to receive ownership of the aforesaid Mark, together with the goodwill of the business symbolized thereby; and

WHEREAS, the parties hereto are desirous of executing a document for purposes of recordation at the United States Patent and Trademark Office recording title in and to the aforesaid Mark in the name of Chanel, Inc.

NOW, THEREFORE, for and in consideration of and in exchange for Ten Dollars (\$10.00) and other good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, said Shiseido Company, Ltd. hereby acknowledges and confirms its said transfer, and does hereby sell, assign, and transfer unto said Chanel, Inc. ownership of said Mark, including the registration thereof and the Certificate of Registration duly and legally issued therefor, and any and all renewals thereof for the Mark, together with the goodwill of the business symbolized thereby, and further including, without limitation, all claims for damages by reason of past infringement and the right to sue for and the right to collect the same for its own use, and for the use of its successors, assigns, or legal representatives and the right to defend the Mark and the registrations thereof.

SHISEIDO COMPANY, LTD.

By:



Name:

Kenichi Nonaka

Title:

General Manager - Legal Dept.

Date:

June 21, 1999

[REF: SHIS.ASSIGN.US]