

06-24-2002

Attorney Docket No. ELAR.69888

FORM PTO-1594



U.S. DEPT. OF COMMERCE  
PATENT AND TRADEMARK OFFICE

102131866

To The Honorable Commissioner of Patents and Trademarks Attached original documents or copy thereof.

1. Name of conveying party(ies):  
 Elizabeth Arden Salons, Inc.  
 Individual(s)  Association  
 General Partnership  Limited Partnership  
 Corporation--State: Delaware  
 Other: **6.18.02**  
 Additional name(s) of conveying party(ies) attached?  
 Yes  No

2. Name and address of receiving party(ies):  
 Name: Origin Italia SRL  
 Internal Address:  
 Street Address: Via Gardellina, 9-36030  
 City: Caldogno (VI) Country: Italy  
 Individual(s) citizenship  
 Association  
 General Partnership  
 Limited Partnership  
 Corporation--Country: Italy  
 Other:  
 If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designations must be a separate document from assignment)  
 Additional name(s) & address(es) attached?  Yes  No

3. Nature of Conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other:  
 Execution Date: May 29, 2002

4. Application number(s) or registration number(s):  
 A. Trademark Application No(s):  
 B. Trademark Registration No(s): 2,499,016  
 Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: William B. Kircher  
 Internal Address: Shook, Hardy & Bacon L.L.P.  
 One Kansas City Place  
 Street Address: 1200 Main Street  
 City: Kansas City  
 State: Missouri  
 Zip: 64105-2118

6. Total number of applications and registrations involved ..... 1  
 7. Total fee (37 CFR 3.41) ..... \$40.00  
 Enclosed  
 Authorized to be charged to deposit account  
 8. Deposit Account No.: 19-2112  
 (Attach duplicate copy of this page if paying by deposit account)

06/21/2002  
01 FC:481

TDIAZ1 0000205 2499016  
 40.00 DP  
**DO NOT USE THIS SPACE**

9. 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.*  
  
 Name of person signing William B. Kircher Signature  
 Date 6/11/2002

Total number of pages including cover sheet, attachments, and document: 4  
 Mail documents to be recorded with required cover sheet information to:  
 Box Assignments  
 Under Secretary of Commerce for Intellectual Property  
 and Director of the US PTO  
 Washington, D.C. 20231

2,499,016

**DOMESTIC REPRESENTATIVE**

Shook, Hardy & Bacon L.L.P. whose postal address is One Kansas City Place, 1200 Main Street, Kansas City, Missouri 64105, is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

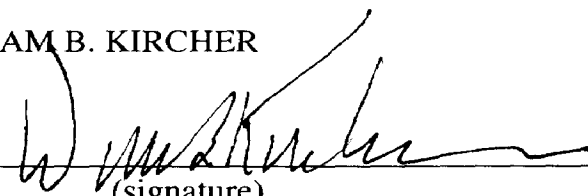
**POWER OF ATTORNEY**

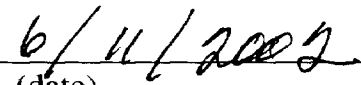
Applicant hereby appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation:

William B. Kircher, Joseph B. Bowman, Peter W. Gowdey, Richard R. Johnson, Walter R. Brookhart, James H. Riley, II, Joan Optican Herman, Michael B. Hurd, Richard D. Jordan, Michael J. Gross, William P. Jensen, Chris Murphy, Daniel W. Shinn, B. Trent Webb, Scott B. Strohm, Janine A. Carlan, Clinton G. Newton, John K. Hsu, Ladi Shogbamimu, Dennis Danella, Daniel P. Devers, Greg S. Donahue, Justin Krieger, Marshall Honeyman, Bart A. Starr, Jean M. Dickman, Christopher J. Eaton, and Jesse J. Camacho

all members of the Bar of the State of Missouri, c/o Shook, Hardy & Bacon L.L.P., One Kansas City Place, 1200 Main Street, Kansas City, Missouri 64105-2118, to prosecute this application to register, to transact all business in the Patent and Trademark Office in connection therewith, and to receive the Certified Assignment.

WILLIAM B. KIRCHER

  
\_\_\_\_\_  
(signature)

  
\_\_\_\_\_  
(date)

## ASSIGNMENT

WHEREAS, ELIZABETH ARDEN SALONS, INC., a corporation duly organized under the laws of the State of Delaware and having its principal place of business at 3822 E. University Drive, Suite 5, Phoenix, County of **Maricopa**, and State of Arizona **85034**, is the owner of United States Trademark Registration No. 2,499,016, issued October 16, 2001, and covering the mark VILLA FLORIANI; and

WHEREAS, ORIGIN ITALIA SRL, a corporation duly organized under the laws of the Country of Italy, and having its principal place of business at Via Gardellina, 9-36030 Caldogno (VI), and Country of Italy, is desirous of acquiring said Trademark Registration;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, including consideration previously transferred, the receipt and sufficiency of which are hereby acknowledged, Elizabeth Arden Salons, Inc. has sold, assigned and transferred, and by these presents does sell, assign and transfer unto said Origin Italia SRL the full and exclusive right, title and interest, throughout the world, in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration thereof, and the right to recover for any past infringement of said mark.

EXECUTED this 29<sup>th</sup> day of MAY, 2002.

*[Handwritten initials]*

By \_\_\_\_\_  
Name: Tad Kossak  
Title: VP FINANCE

STATE OF ARIZONA :  
: ss.  
COUNTY OF MARICOPA :

On this 29th day of May, 2002, before me personally appeared Tad Kossak, to me known to be the person described in, and who executed, the foregoing instrument, and he duly acknowledged to me that he executed the same for uses and purposes therein set forth.

*[Handwritten Signature]*  
\_\_\_\_\_  
Notary Public

SEAL

My Commission Expires:

03/31/04

