

2.13.04



Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005)

102670891

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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

1. Name of conveying party(ies)
Finanz St. Honore B.V.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other The Netherlands

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: Vorumerkjastyring Ehf.
Internal c/o ITC Corporate Services Iceland
Address: Storhofda 23
110 Reykjavik
Iceland

Street Address: _____
City: _____ State: _____ Zip: _____

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Iceland
 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 28, 2003

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

A. Trademark Application No.(s)
None

B. Trademark Registration No.(s)
1,249,554

Additional number(s) attached Yes No

FEB 13 AM 7:12 OPR/FINANCE

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

Name: Scott B. Schwartz
Internal Address: Cozen O'Connor

Street Address: 1900 Market Street

City: Philadelphia State PA Zip: 19103

6. Total number of applications and registrations involved: _____

7. Total fee (37 CFR 3.41)..... \$40.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
50-1275

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

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.

Scott B. Schwartz
Name of Person Signing [Signature] 2/11/04 Date

Total number of pages involving cover sheet, attachments, and document: 15

Mail documents to be recorded with required cover sheet information to: Commissioner of Patents & Trademarks, Box Assignments Washington, D.C. 20231

02/17/2004 LNUELLER 00000148 501275 1249554
01 FC:8521 40.00 DA

DATED 28 May 2003

FINANZ ST. HONORE B.V.

MARCAFIN S.A.

FINANCIERA DE PERFUMERIA S.A.

and

VÖRUMERKJASTÝRING EHF.

ASSIGNMENT AGREEMENT

THIS ASSIGNMENT AGREEMENT is made on 28th day of May 2003

BETWEEN:

- (1) **FINANZ ST. HONORE B.V.**, a company incorporated in the Netherlands, whose principal place of business is at c/o Mees Pierson Trust, Herengracht 548, PO Box 990, 1017 AZ Amsterdam, The Netherlands ("Finanz"); together with **MARCAFIN S.A.**, a company incorporated in Switzerland, whose principal place of business is at 2 Place du Port, Geneva, Switzerland ("Marcafin"); and **FINANCIERA DE PERFUMERIA S.A.** a company incorporated in the Republic of Panama, whose principal place of business is at 50 Street, Global Bank Building, 6th Floor, Panama City, Republic of Panama ("Panama" and together the "Assignors"); and
- (2) **VÖRUMERKJASTÝRING EHF.**, a company incorporated in Iceland, whose registered office is located at Stórhofdi 23, 110 Reykjavik, Iceland (the "Assignee").

WHEREAS:

- (A) The Assignee has on the Completion Date entered in to one or more agreements related to the licensing of certain trademarks and other intellectual property owned by one or more of the Assignors, along with other related agreements.
- (B) The Assignors are the legal and beneficial owners of the Assigned Trade Marks and intend subject to the terms and conditions of this Assignment Agreement to assign the legal and beneficial ownership in the Assigned Trade Marks to the Assignee with full title guarantee.
- (C) All definitions used in the Agreement shall apply in this Assignment Agreement unless expressed otherwise.

IT IS HEREBY AGREED as follows:

1. DEFINITIONS

In this Assignment Agreement, unless the context otherwise requires, the following words and expressions shall bear the following meanings:

"Assigned Trade Marks" means those trade marks and all Intellectual Property related thereto owned by the Assignors and listed in Schedule "A" to this Assignment Agreement.

2. ASSIGNMENT

- 2.1 In consideration of the sum of One Hundred Thousand Dollars (\$100,000), the receipt of which is hereby acknowledged, the Assignors hereby sell, assign, transfer and convey with full title guarantee to the Assignee, its successors and assigns, all of Assignors' right, title and interest, including any and all common law rights, in and to the Assigned Trade Marks worldwide, together with their corresponding registrations and applications. Assignor agrees hereafter not to use any of the Assigned Trade Marks anywhere in the world without the permission of Assignee, except as may be stated otherwise specifically in Clause 3.1 or 3.3.
- 2.2 The Assignors hereby agree to execute specific confirmatory assignment and other supplementary documents (as may be required) in favour of the Assignee, for each of the countries in which there are Assigned Trade Marks detailed in the Schedule A in order to record (at the Assignee's expense) the assignment of the Assigned Trade Marks on the Registers of the countries detailed in the Schedule.
- 2.3 The Assignors, at the request of Assignee and at the Assignee's expense, further agree to co-operate and assist the Assignee in any legal requirements relating to the status, validity or enforceability of the Assigned Trade Marks, including providing Assignee with any information regarding use of the Assigned Trade Marks in connection with the prior manufacture, promotion, sale and advertising of any products bearing the Assigned Trade Marks.
- 2.4 Any and all representations and warranties made by Assignors to the Assignee with respect to the Assigned Trade Marks are set forth in the Agreement.
- 2.5 This assignment shall extend to and be binding upon all successors, licensees and assigns of the parties hereto.
- 2.6 All terms and conditions of the Agreement shall apply to this Assignment Agreement mutatis mutandis.
- 2.7 In the event of any conflict between the terms and conditions of this Assignment Agreement and the Agreement, the terms and conditions of the Agreement will prevail.

3. CLARIFICATION ON RIGHTS TO CERTAIN BRAND NAMES

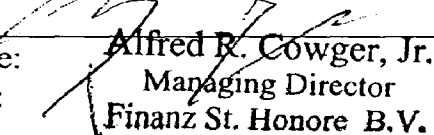
- 3.1. Assignor currently is the registered owner or applicant of the trade marks "Chispas de Dana", "Iro Dana", "Priorite Dana", "Private Club Squash de Dana", "Squash Dana", and "Syrah by Dana" as set forth in Schedule A(2). Assignor hereby agrees to assign to Assignee all of Assignor's worldwide rights to the trade marks Chispas, Iro, Priorite, Private Club Squash, Squash and Syrah (said marks to be included in the definition of "Assigned Trade Marks"), but Assignee agrees that it shall not be permitted, except as may be licensed by Assignor, to use the term "by Dana" or "de Dana" with any of these or any other assigned marks. Assignor hereby agrees that hereafter it shall make no attempt to use the Assigned

Trade Marks (not including "Dana", "by Dana" or "de Dana") anywhere in the world except with the permission of Assignee.

- 3.2. Assignee agrees to register the Assigned Marks listed in Clause 3.1 and the Schedule into its name, and to amend existing registrations in Schedule A(2), or where necessary, register the Assigned Marks anew, so as to eliminate the "Dana", "by Dana" or "de Dana" reference. Assignor shall provide reasonable cooperation free of charge to Assignee in order to execute any documentation or take such other actions as is necessary for these amendments or re-registrations.
- 3.3. Notwithstanding any statement to the foregoing, the assignment of Assignor's rights in the Trade Mark "Herbissimo" shall not include any rights in "Herbissimo" owned by Perfumes Dana do Brasil Ltda., a subsidiary of Finanz and Panama, in Brazil, and such Brazilian rights, both via registration and usage, shall remain with Perfumes Dana do Brasil Ltda. However, all other rights to the Trade Mark Herbissimo, including those registrations listed in the Schedule, as well as all other rights arising worldwide outside of Brazil are included in this Assignment.

IN WITNESS WHEREOF the Assignors and Assignee have hereunto set their respective hands as of the day and year first above written.

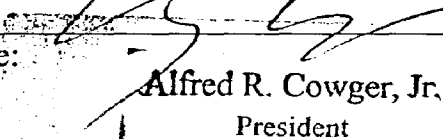
FINANZ ST. HONORE B.V.

By: 
Name: Alfred R. Cowger, Jr.
Title: Managing Director
Finanz St. Honore B.V.

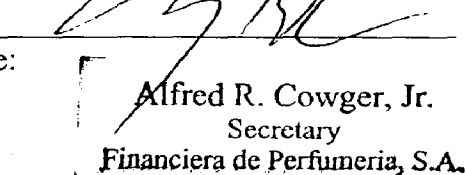
VÖRUMERKJASTÝRING EHF.

By: 
Name: ISAAC FLOREN COHEN
Title: Director

MARCAFIN S.A.

By: 
Name: Alfred R. Cowger, Jr.
Title: President

FINANCIERA DE PERFUMERIA S.A.

By: 
Name: Alfred R. Cowger, Jr.
Title: Secretary
Financiera de Perfumeria, S.A.

SCHEDULE A--Assigned Trade Marks

Bluntman
 Chispas
 Gentry
 Golf or Golf Sport
 Herbissimo
 Imposible
 Iro
 Platino or Platine
 Priorite
 Private Club Squash
 Squash
 Syrah
 Zig Zag

Schedule A(1)—Assigned Registered Trade Marks without Limitation

COUNTRY	TRADEMARK	REG NO	C	GOODS	REG DATE	RECORD OWNER	EQUITABLE OWNER
Argentina	HERBISSIMO (SPECIAL LETTERING)	154895 4	3	All goods in International Class 3.	1/31/95	DANA PERFUMES CORP.	FINANZ ST. HONORE , B.V.
Argentina	PLATINO	146624 7	3	All goods in International Class 3.	8/31/93	CHANEL S.A.	FINANCI ERA DE PERFUM ERIA, S.A.
Australia	GENTRY	831967	3	Fragrances, perfumes, colognes, toilet waters, lotions, cosmetics, bath and body products, soaps, showers gels, bubble bath and body scrubs.	4/14/00	FINANZ ST. HONORE, B.V.	FINANZ ST. HONORE , B.V.

Australia	GOLF SPORT	831962	3	Fragrances, perfumes, colognes, toilet waters, lotions, cosmetics, bath and body products, soaps, shower gels, bubble bath and body scrubs.	4/14/00	FINANZ ST. HONOR E, B.V.	FINANZ ST. HONORE, B.V.
Australia	HERBISSIMO	831966	3	Fragrances, perfumes, colognes, toilet waters, lotions, cosmetics, bath and body products, soaps, shower gels, bubble bath and body scrubs.	4/14/00	FINANZ ST. HONOR E, B.V.	FINANZ ST. HONORE, B.V.
Australia	IMPOSIBLE	831965	3	Fragrances, perfumes, colognes, toilet waters, lotions, cosmetics, bath and body products, soaps, shower gels, bubble bath and body scrubs.	4/14/00	FINANZ ST. HONOR E, B.V.	FINANZ ST. HONORE, B.V.
Australia	PRIORITE	831964	3	Fragrances, perfumes, colognes, toilet waters, lotions, cosmetics, bath and body products, soaps, shower gels, bubble bath and body scrubs.	4/14/00	FINANZ ST. HONOR E, B.V.	FINANZ ST. HONORE, B.V.
Australia	ZIG ZAG	831963	3	Fragrances, perfumes, colognes, toilet waters, lotions, cosmetics, bath and body products, soaps, shower gels, bubble bath and body scrubs.	4/14/00	FINANZ ST. HONORE B.V.	FINANZ ST.
Bermuda	PLATINE	2500	4 8	Perfumery, cosmetics and toilet preparations (non-medicated)	3/23/49	MARCA FIN, S.A.	MARCAFIN, S.A.
Brazil	PRIORITE*	823170136	3	Personal care hygienic products; cosmetics and others included in class 03; deodorants, shower gel, moisteners; soap; shampoo; conditioner; lotion; bathing salts; make-up, oils and gel.	4/11/01	PERFU MES DANA DO BRASIL, S.A.	FINANCIER A DE PERFUME RIA, S.A.
Canada	GENTRY	TMA576467		Fragrances, namely perfumes, colognes and toilet waters, lotions, bath and body products, namely soaps, shower gels, bubble bath and body scrubs.	2/26/03	FINANZ ST. HONOR E, B.V.	FINANZ ST. HONORE, B.V.

TRADEMARK

REEL: 002914 FRAME: 0334

Canada	HERBISSIMO	TMA315655	Colognes, soaps, after shave lotion, cleansing milk, deodorant, shampoo, fashion tonic, and hand cream.	6/27/86	FINANCI ERA DE PERFU MERIA, S.A.	FINANCIER A DE PERFUME RIA, S.A.
Canada	IMPOSIBLE	TMA577991	Fragrances, namely perfumes, colognes and toilet waters, moisturizers for body, hands and face, cosmetics and bath and body products, namely soaps, shower gels, bubble bath and body scrubs.	3/24/03	FINANZ ST. HONOR E, B.V.	FINANZ ST. HONORE, B.V.
Canada	PRIORITE	TMA578406	Fragrances, namely perfumes, colognes and toilet waters, moisturizers for body, hands and face, cosmetics and bath and body products, namely soaps, shower gels, bubble bath and body scrubs.	3/27/03	FINANZ ST. HONOR E, B.V.	FINANZ ST. HONORE, B.V.
Canada	ZIG ZAG	1056416	3 Fragrances, namely perfumes, colognes and toilet waters, lotions, cosmetics and bath and body products, namely soaps, shower gels, bubble bath and body scrubs.	3/11/03	FINANZ ST. HONOR E, B.V.	FINANZ ST. HONORE, B.V.
Chile	HERBISSIMO (WORDMAR K)	602707	3 Perfumery, cosmetics, toilet goods, and all the rest of the goods contained in class 3.	8/30/01	FINANCI ERA DE PERFU MERIA, S.A.	FINANCIER A DE PERFUME RIA, S.A.
China	HERBISSIMO *	990043956	3 Cleaning preparations.	4/26/99	DANA PERFU MES CORP.	FINANZ ST. HONORE, B.V.
Colombia	HERBISSIMO (WORDMAR K)	167045	3 Bleaching preparations and other substances for laundry use; clearing, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices.	8/11/94	FINANCI ERA DE PERFU MERIA, S.A.	FINANCIER A DE PERFUME RIA, S.A.
Costa Rica	HERBISSIMO (WORDMAR K)	61814	3 Perfumes, cosmetics and toiletries.	2/11/93	FINANCI ERA DE PERFU MERIA, S.A.	FINANCIER A DE PERFUME RIA, S.A.

Dominican Republic *
HERBISSIMO

5 Perfumery, powders, foot
0 powders, soaps, creams
for the skin and shaving
creams, after-shave
products, carmines,
depilatory creams, tooth
pastes, deodorant, body
lotions, colognes, bath
gels, eau de colognes,
lipsticks, eyebrow
pencils, shampoo, finger
enamels, dustpowder,
astringents for skin care,
grease for the hair,
pomades and cosmetics,
hair coloring products,
combs, sponges and
other toilet and personal
care products.

1/17/01 FINANCIER
ERA DE A DE
PERFUMERIA, S.A.
S.A.

France HERBISSIMO 1264006

3 Preparations for
, bleaching and other
5 cleaning substances,
cleaning, polishing,
abrasion and de-
greasing products,
soaps, perfumes,
essential oils, hair
lotions, toothpaste,
pharmaceutical products,
veterinary products,
dietetic substances, food
for babies, plasters,
bandages, tooth filling
products, disinfectants,
dental imprints,
pesticides, fungicides,
herbicides.

11/2/83 MARCA MARCAFIN,
FIN, S.A. S.A.

FRANCE SQUASH 1456985

3 Soaps, perfumery,
including deodorants for
personal use and
hygienic toilet articles,
cosmetics, essential oils,
hair lotions and
toothpaste

2/1/85 MARCA MARCAFIN
FIN

Germany	HERBISSIMO 964320	3 Perfumes, eau de cologne, toilet water, shaving products; cosmetics, soaps, essential oils, hair lotions, depilatory products; antitranspirants, sun tan products, non-medical skin care products, bath oils, bath salts and bath powder; cosmetic products for hand and nail care; deodorants.	11/7/77 LES [*] FINANZ ST. PARFU HONORE MS DE B.V. DANA, INC.
Japan	HERBISSIMO 4101137	3 Soaps, perfumery, cosmetics for hair and other cosmetics, adhesives for wearing wigs, adhesives for false eye lashes, starch paste for washing, glue for washing, dentifrices, anti-static agents for domestic use, defatting agents for domestic use, rust-removing agents, benzine for removing stains, laundry bleach, polishes, sand paper, grinding clothes, grinding sands, artificial pumice stones, polishing papers, polishing cloths, shoe cream, shoe blacks, exfoliating agents for paints.	1/9/98 MARCA MARCAFIN, FIN, S.A. S.A.
Mexico	CHISPAS*	452372 3 Perfume, eau de cologne, eau de toilette, and other fragrance products, essential oil, toilet soaps for non-medical purposes, cosmetic preparations for bath, deodorant (roll on, spray and cream), antiperspirant (roll on, spray and cream), shampoos and conditioner for hair and for non-medical purposes, talcum powders, dusting powders, skin cream and lotion and cleansing	10/11/00 FINANZ FINANZ ST. ST. HONORE, HONOR B.V. E, B.V.

Mexico	GENTRY*	456003	3 cosmetics for bodily use. Fragrances, namely perfumes, colognes and toilet waters, lotions, cosmetics and bath and body products, namely, soaps, shower gels, bubble bath and body scrubs.	10/31/00	FINANZ ST. HONOR E, B.V.	FINANZ ST. HONORE, B.V.
Mexico	GOLF SPORT	725481	3 Fragrances, namely perfumes, colognes and toilet waters, lotions, cosmetics and bath and body products, namely, soaps, shower gels, bubble bath and body scrubs	11/30/01	FINANZ ST. HONOR E, B.V.	FINANZ ST. HONORE, B.V.
Mexico	HERBISSIMO	697390	3 Perfumes, eau de cologne, toilet water, shaving products; cosmetics, soaps, essential oils, hair lotions, depilatories, antiperspirants, suntan preparations, non-medicated preparations for skincare, bath oils, bath salts and bath powder, cosmetic preparations for hand and nail care, deodorants.	4/30/01	FINANZ ST. HONOR E, B.V.	FINANZ ST. HONORE, B.V.
Mexico	IMPOSIBLE	686457	3 Fragrances, namely perfumes, colognes and toilet waters, lotions, cosmetics and bath and body products, namely, soaps, shower gels, bubble bath and body scrubs.	1/31/01	FINANZ ST. HONOR E, B.V.	FINANZ ST. HONORE, B.V.
Mexico	PRIORITE	686458	3 Fragrances, namely perfumes, colognes and toilet waters, lotions, cosmetics and bath and body products, namely, soaps, shower gels, bubble bath and body scrubs.	1/31/01	FINANZ ST. HONOR E, B.V.	FINANZ ST. HONORE, B.V.
Mexico	ZIG ZAG	721400	3 Fragrances, namely perfumes, colognes and toilet waters, lotions, cosmetics and bath and body products, namely, soaps, shower gels, bubble bath and body	10/31/00	FINANZ ST. HONOR E, B.V.	FINANZ ST. HONORE, B.V.

Paraguay	HERBISSIMO (WORDMARK) K)	166706	scrubs. 3 Perfumery, cosmetics and toilet articles.	12/16/93	FINANCI ERA DE PERFU MERIA, S.A.	FINANCIER A DE PERFUME RIA, S.A.
Peru	HERBISSIMO	90340	3 Perfumery, soaps, beauty care products and all other goods of the class.	4/8/91	FINANCI ERA DE PERFU MERIA, S.A.	FINANCIER A DE PERFUME RIA, S.A.
Peru	Squash	85652	3		Financier a de Perfumer ia, S.A.	Financiera de Perfumeria, S.A.
Philippine s	CHISPAS (DESIGN)*	4-1998- 00082	3 Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices; deodorant for personal use.	1/9/98	DANA S.A.	FINANZ ST. HONORE B.V.
Portugal	SIMPATIA	192964	Perfumery products, beauty products, toilette substances, essential oils 3 and cosmetics.	10/16/94	MARCAF IN, S.A.	MARCAFIN , S.A.
South Africa	PLANTINE	1948/02982	3	6/12/50	MARCA FIN, S.A.	MARCAFIN, S.A.
Switzerlan d	HERBISSIMO	P-285.732	3 All products of perfumery , and beauty; all products 5 of toiletry for the care of the body, mouth; products for hair care and hair treatment, for beard (non- medical); pre- and after shave products; shampoo; toothpaste; soaps, cosmetics; essential oils; hair removing products; anti- perspirants; sun tan products; products against sun burn (non- medical); paper, cards, towels and pouches impregnated with perfume or containing perfume; bath oil, bath salt, bath powder (non-medicated); hand and nail care products;	11/4/76	MARCA FIN, S.A.	MARCAFIN, S.A.

			pharmaceuticals and hygienic products and substances, deodorants, medical lotions and creams for skin care and hair care; medical products for the bath and pharmaceutical balms; all aforementioned goods on herbal base.		
United Kingdom	HERBISSIMO	1064979	3 Perfumes, non-medicated toilet preparations, cosmetics, soaps, essential oils, preparations for the hair, depilatory preparations, anti-perspirants, all containing herbs or herb extracts or perfumed with herbs.	6/28/76	LES PARFU MS DE DANA, INC. FINANZ ST. HONORE B.V.
United Kingdom	HERBISSIMO	1064980	5 Pharmaceutical and sanitary preparations and substances, deodorants; medicated creams and medicated lotions, all for the treatment of the skin and the scalp; medicated bath preparations; all containing herbs or herb extracts.	6/28/76	LES PARFU MS DE DANA, INC. FINANZ ST. HONORE B.V.
United Kingdom	Squash	1221467	3 Soaps; perfumes; eau de cologne; essential oils; cosmetics; hair lotions; dentrifices	6/25/84	Finanz St. Honore, B.V. Finanz St. Honore, B.V.
United States	GENTRY*	76/190582	3 Fragrances, namely perfume, cologne, and after shave; antiperspirants and deodorants; body lotion.	1/5/01	FINANZ ST. HONOR E, B.V. FINANZ ST. HONORE, B.V.
United States	HERBISSIMO	1249554	3 Toilet soaps and eau de cologne.	8/30/83	GUUS WAUBE N HOLDIN G B.V. FINANZ ST. HONORE, B.V.
United States	PRIORITE'	395171	3 Perfume.	5/12/42	FINANZ ST. HONOR E, B.V. FINANZ ST. HONORE, B.V.

Uruguay	HERBISSIMO 339172 (WORDMAR K)	3 3: Scented oil, scented , water, musk, brillantine, 8 rouge, ribbons for , perfuming by burning 2 aromatic herbs or 2 incense, powder puffs, , cold creams, cosmetics, 2 creams or white 6 cosmetics, shaving creams and pastes, scented extract, soaps, perfumed soaps, paper for burning aromatic herbs, perfumes, dentifrice powders, shampoos, skin powders, hair or skin pomades, sandal wood, perfumed talc, hair dye, aromatic vinegar" 8: "curling tongs for hairdressers" 22: "human hair" 26: "hair nets"	4/23/81 FINANCI FINANCIER ERA DE A DE PERFU PERFUME MERIA, RIA, S.A. S.A.
Venezuela	HERBISSIMO P-181828 (WORDMAR K)	3 Cosmetics, perfumery, soaps, beauty product and others including in this class.	10/10/95 FINANCI FINANCIER ERA DE A DE PERFU PERFUME MERIA, RIA, S.A. S.A.
WIPO	HERBISSIMO 427431	3 , 5	12/17/76 MARCA MARCAFIN, FIN, S.A. S.A.
WIPO	TOTEM 178818	3 , 2 1	8/11/54 MARCAF MARCAFIN IN, S.A. , S.A.

***Application is filed, but not registered. "Reg Date" is the date filed, and "Reg No." is the Application No.**

Schedule A(2)—Assigned Trade Marks with Limitations

In addition, this Schedule shall include the following trademarks, although it shall NOT include the phrase "by Dana" or "de Dana":

<u>Country</u>	<u>Trademark</u>	<u>Appl No.</u>	<u>Reg. No.</u>	<u>Class</u>	<u>Description</u>	<u>Appl. Reg. Date</u>	<u>Reg. Date</u>	<u>Registered Owner</u>	<u>Equitable Owner</u>
Philippines	CHISPAS DE DANA	4-1998- 00084		3	Perfumery and personal care products, dentifrices, essential oils, cosmetics, hair lotions and shampoo.	1/9/98		DANA S.A.	FINANZ ST. HONORE B.V.
Spain	CHISPAS DE DANA	1002690	10026 90	3	Perfumery and toilet products, dentifrices, essential oils and cosmetics, hair lotions, soaps and shampoos.	4/6/82	1/5/83	FINANZ ST. HONORE, B.V.	FINANZ ST. HONORE, B.V.
Spain	DANA IRO (Design)	2532341- 5		3	Soaps, perfumery, essential oils, cosmetics, hair lotions, dentifrice.	3/24/03		FINANZ ST. HONORE B.V.	FINANZ ST. HONORE B.V.
Spain	PRIVATE CLUB SQUASH DE DANA		11143 98	3	Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions, dentifrices; deodorants for personal hygiene.			FINANZ ST. HONORE B.V.	FINANZ ST. HONORE B.V.

Spain	SQUASH DANA	14660 7	3	Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions, dentifrices; deodorants for personal hygiene.		FINANZ ST. HONORE B.V.	FINANZ ST. HONORE B.V.
Spain	SYRAH BY DANA	2464980	3	Toilet soaps, perfumery, essential oils, cosmetics, hair lotions, dentifrices.	3/25/02	FINANZ ST. HONORE B.V.	FINANZ ST. HONORE B.V.
United Kingdom	PRIORITE DANA	649126 64912 6	3	Perfumes, face powder, lipstick, toilet creams (not medicated) and toilet lotions (not medicated).	6/25/46 6/25/46	LES PARFUMS DE DANA, INC.	FINANZ ST. HONORE B.V.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Trademark Registration No. 1249554

DESIGNATION OF DOMESTIC REPRESENTATIVE

The Assignee of the above-referenced trademark registration hereby designates Scott B. Schwartz, a person residing within the United States, whose address is Cozen O'Connor, 1900 Market Street, Philadelphia, Pennsylvania 19103, on whom may be served process or notice of proceedings affecting the registration or rights thereunder.

VORUMERKJASTYRING EHF.

By  _____

Name: ISAAC FLORENS COHEN

Title: DIRECTOR

Date: 2-4-04