

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Partial Assignment with respect to Class 14
EFFECTIVE DATE:	08/30/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
ZINO DAVIDOFF SA		08/30/2005	CORPORATION: SWITZERLAND

RECEIVING PARTY DATA

Name:	DAVIDOFF & CIE SA
Street Address:	2, Rue de Rive
City:	1200 Geneva
State/Country:	SWITZERLAND
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1480510	DAVIDOFF

CORRESPONDENCE DATA

Fax Number: (212)813-5901
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212 813-5900
 Email: pboisson@frosszelnick.com
 Correspondent Name: Fross Zelnick Lehrman & Zissu, P.C.
 Address Line 1: 866 United Nations Plaza
 Address Line 4: New York, NEW YORK 10017

DOMESTIC REPRESENTATIVE

Name:
 Address Line 1:
 Address Line 2:
 Address Line 3:
 Address Line 4:

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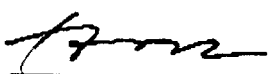
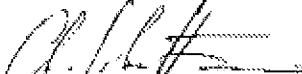
NAME OF SUBMITTER:	Patrick Boisson
Signature:	/patrick boisson/
Date:	09/27/2005
Total Attachments: 2 source=050927-0509338 ZINO partial assignment#page1.tif source=050927-0509338 ZINO partial assignment#page2.tif	

PARTIAL ASSIGNMENT

WHEREAS, Zino Davidoff SA, a corporation organized and existing under the laws of Switzerland, located at Rue Faucigny 5, 1700, Fribourg, Switzerland ("Assignor"), is the owner of U.S. Registration No. 1,480,510 for the mark DAVIDOFF (stylized) (hereinafter, the "Trademark");

and WHEREAS, Davidoff & Cie SA, a corporation organized and existing under the laws of Switzerland, located at 2, Rue de Rive, 1200 Geneva, Switzerland ("Assignee"), is desirous of acquiring the Trademark solely with respect to the following goods in Class 14: "cigar and cigarette boxes, cigar humidors, tobacco jars and ashtrays made of precious metal" (the "Assigned Goods").

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark for the Assigned Goods, together with the goodwill of the business symbolized by the Trademark for the Assigned Goods as identified in U.S. Reg. No. 1,480,510, and with all claims arising out of or relating to the use or ownership of the Trademark for the Assigned Goods.

ZINO DAVIDOFF SABy: Name: Esther Maria JostTitle: Signing ClerkDate: August 30, 2005By: Name: Mr. Christian SchaffnerTitle: President of the board of directorsDate: August 30, 2005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

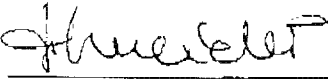

Applicant: Davidoff & Cie SA
 Serial No.: ,480,510
 DAVIDOFF (stylized)
 Filing Date: April 1, 1986
 Our Ref.: ZINO 05/09338

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Commissioner for Trademarks
 P.O. Box 1451
 Arlington, Virginia 22313-1451

Davidoff & Cie SA, a joint stock company organized and existing under the laws of Switzerland, located and doing business at 2, rue de Rive, 1200 Geneva, Switzerland, the owner of the above-identified trademark application, hereby appoints the firm Fross Zelnick Lehrman & Zissu P.C., attorneys at law, of 866 United Nations Plaza, New York, New York 10017 (telephone 212-813-5900), its attorneys and representative upon whom notices or process in proceedings affecting the above-identified mark may be served.

DAVIDOFF & CIE SA

By: <u></u>	By: <u></u>
Name: <u>Dr. Ernst Schneider</u>	Name: <u>Dr. Reto Cina</u>
<u>President of the Board</u>	Title: <u>Director</u>
<u>August 31, 2005</u>	Date: <u>August 31, 2005</u>

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