

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	CHANGE OF NAME
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
French Fragrances, Inc.		01/24/2001	CORPORATION: FLORIDA

RECEIVING PARTY DATA	
Name:	Elizabeth Arden, Inc.
Street Address:	14100 N.W. 60th Avenue
City:	Miami Lakes
State/Country:	FLORIDA
Postal Code:	33014
Entity Type:	CORPORATION: FLORIDA

PROPERTY NUMBERS Total: 7		
Property Type	Number	Word Mark
Registration Number:	2273790	HALSTON
Registration Number:	991685	HALSTON
Registration Number:	1301106	
Registration Number:	1338677	
Registration Number:	1299195	
Registration Number:	2282129	HALSTON Z
Registration Number:	2286526	SHEER HALSTON

CORRESPONDENCE DATA	
Fax Number:	(212)261-1060
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(212) 261-1133
Email:	james.perry@elizabetharden.com
Correspondent Name:	James Thomas Perry
Address Line 1:	200 Park Avenue South
Address Line 2:	7th Floor - Legal
Address Line 4:	New York, NEW YORK 10003

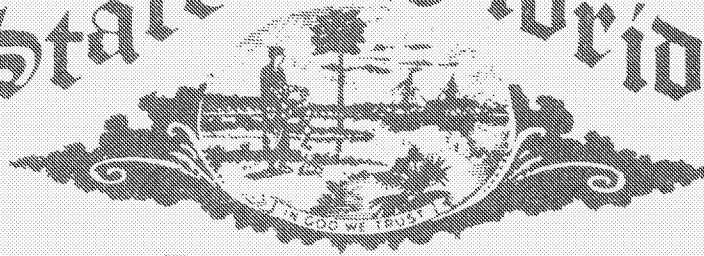
CH \$190.00 2273790

NAME OF SUBMITTER:

James Thomas Perry

Total Attachments: 1
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State of Florida



Department of State

I certify the attached is a true and correct copy of the Amended and Restated Articles of Incorporation, filed on January 23, 2001, effective January 24, 2001, for FRENCH FRAGRANCES, INC. which changed its name to ELIZABETH ARDEN, INC., a corporation organized under the laws of the State of Florida, as shown by the records of this office.

The document number of this corporation is 240627.

Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capitol, this the
Twenty-fourth day of February, 2004



CR2EO22 (2-03)

Glenda E. Hood
Glenda E. Hood
Secretary of State

TRADEMARK

RECORDED: 05/18/2004

REEL: 002853 FRAME: 0379