

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Coty B.V.		02/26/2009	CORPORATION: NETHERLANDS
RECEIVING PARTY DATA			
Name:	Coty Deutschland GmbH		
Street Address:	Fort Malakoff Park, Rheinstrasse 4E		
City:	Mainz		
State/Country:	GERMANY		
Postal Code:	55116		
Entity Type:	CORPORATION: GERMANY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3155975	ENDLESS	
CORRESPONDENCE DATA			
Fax Number:	(212)479-4375		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 479 4512		
Email:	mary_delongis@cotyinc.com		
Correspondent Name:	joseph Conklin		
Address Line 1:	2 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	ASSIGNMENT ENDLESS REG.		
DOMESTIC REPRESENTATIVE			
Name:	Joseph Conklin		
Address Line 1:	2 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		

CH \$40.00 3155975

NAME OF SUBMITTER:	Joseph Conklin
Signature:	/Joseph Conklin/
Date:	02/27/2009
Total Attachments: 1 source=assignment coty bv to deutschland#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS Coty B.V. a Netherlands corporation with its principal place of business at Oudeweg 147 Haarlem Netherlands 2031 CC (hereinafter "Assignor") is the record owner of U.S. Trademark Registration No. 3155975 for ENDLESS ("Trademark"); and

WHEREAS Assignee, Coty Deutschland GmbH, a German GmbH, with its principal place of business located at Fort Malakoff Park, Rheinstrasse 4E, 55116 Mainz, Germany (hereinafter "Assignee") is desirous of acquiring all right, title and interest in and to the said Trademark, the goodwill symbolized thereby, the business associated therewith, which business is ongoing and existing.

NOW THEREFORE IT IS AGREED AS FOLLOWS:

For good and valuable consideration, the receipt and sufficiency whereof is hereby mutually acknowledged, Assignor hereby sells, assigns, transfers and conveys unto said Assignee, its successors and assigns, the entire right, title and interest in and to the Trademark, the goodwill symbolized thereby, the business associated therewith, which business is ongoing and existing, as well as the right to sue for past and present infringements thereof.

This agreement is effective as of February 25, 2009.

Coty B.V. (Assignor)

By:

Name: Jules P. Kaufman

Title: Attorney-In-Fact

Date: Feb 26, 2009

Coty Deutschland GmbH (Assignee)

By:

Name: Elisheva M. Jasie

Title: Procurist

February 26, 2009

By:

Name: Joseph Conklin

Title: Procurist

February 26, 2009