

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM397441

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Giorgio Beverly Hills, Inc.		02/01/2016	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Elizabeth Arden, Inc.		
<b>Street Address:</b>	200 Park Avenue South		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10003		
<b>Entity Type:</b>	Corporation: FLORIDA		
<b>PROPERTY NUMBERS Total: 24</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2735029	GG	
<b>Registration Number:</b>	1922017	GIORGIO	
<b>Registration Number:</b>	1163298	GIORGIO	
<b>Registration Number:</b>	1327870	GIORGIO	
<b>Registration Number:</b>	1990288	GIORGIO	
<b>Registration Number:</b>	1922018	GIORGIO	
<b>Registration Number:</b>	1389640	GIORGIO	
<b>Registration Number:</b>	1419951	GIORGIO	
<b>Registration Number:</b>	1458508	GIORGIO	
<b>Registration Number:</b>	1693903		
<b>Registration Number:</b>	1248066		
<b>Registration Number:</b>	1385642		
<b>Registration Number:</b>	1419132		
<b>Registration Number:</b>	1916448	GIORGIO BEVERLY HILLS	
<b>Registration Number:</b>	1163318	GIORGIO BEVERLY HILLS	
<b>Registration Number:</b>	1350214	GIORGIO BEVERLY HILLS	
<b>Registration Number:</b>	2001801	GIORGIO BEVERLY HILLS	
<b>Registration Number:</b>	1008097	GIORGIO BEVERLY HILLS	
<b>Registration Number:</b>	1460175	GIORGIO BEVERLY HILLS	

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Property Type	Number	Word Mark
Registration Number:	2951581	GIORGIO BEVERLY HILLS
Registration Number:	1678246	RED
Registration Number:	1526382	RED
Registration Number:	1631255	RED
Registration Number:	4734244	

**CORRESPONDENCE DATA**

Fax Number: 9143817608

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

Phone: (914) 381-7600

Email: slocke@dorflaw.com

Correspondent Name: Scott D. Locke

Address Line 1: Dorf & Nelson LLP

Address Line 2: 555 Theodore Fremd Ave.

Address Line 4: Rye, NEW YORK 10580

**NAME OF SUBMITTER:** Scott D. Locke

**SIGNATURE:** /Scott D. Locke/

**DATE SIGNED:** 09/06/2016

**Total Attachments: 7**

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**OMNIBUS ASSIGNMENT**

This Assignment effective as of the 01<sup>st</sup> day of February 2016 between Giorgio Beverly Hills, Inc. a corporation existing under the laws of Delaware (USA), with principal offices at One Procter & Gamble Plaza, Cincinnati OH 45202, United States of America (the "Assignor"),

and Elizabeth Arden, Inc., a corporation existing under the laws of Florida (USA), with principal offices at 200 Park Avenue South, New York, NY 10003, United States of America (the "Assignee").

NOW THEREFORE, for good and valuable consideration, the Assignor hereby assigns, transfers and conveys, AS IS, WHERE IS, to the Assignee all its right, title, and interest to the Trademarks listed on the attached Schedule (the "Schedule"), together with all goodwill related thereto and all applications and registrations listed in the Schedule, and any common law rights thereto in the countries listed in the Schedule and any related rights based on use including the right to sue for past infringement.

Assignor: Giorgio Beverly Hills, Inc.



Name: Tara M. Rosnell




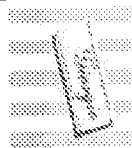

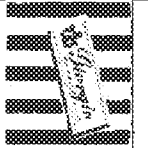

Title: Assistant Secretary














Assignee: Elizabeth Arden, Inc



Names: Wendy Kaplowitz

Title(s): Assistant General Counsel and  
Assistant Secretary

Country	Trademark Name	Logo	Application Number	Registration Number	Application Date	Registration Date	Classes
Australia	G (& Stylized S)		808449	808449	27-Sep-1999	27-Sep-1999	3
Australia	GIORGIO		518885	619885	7-Jan-1994	7-Jan-1994	14
Australia	GIORGIO		446023	B446023	7-Apr-1993	7-Apr-1993	3
Australia	GIORGIO (& Crest Device)		449243	B449243	29-Jul-1995	28-Jul-1995	3
Australia	GIORGIO (& Crest Device)		501639	A501639	16-Dec-1988	16-Dec-1988	25
Australia	GIORGIO (Stylized & Yellow Stripes Device)		431594	B431594	13-Aug-1985	13-Aug-1985	3
Australia	GIORGIO AIRE		678792	678792	22-Nov-1995	22-Nov-1995	3
Australia	GIORGIO BEVERLY HILLS (& Crest & Yellow Stripes Device)		714501	714501	6-Aug-1986	6-Aug-1986	3, 18
Australia	GIORGIO BEVERLY HILLS		369864	B369864	7-Apr-1983	7-Apr-1983	3
Australia	GIORGIO BEVERLY HILLS		614248	A514248	20-Oct-1993	20-Oct-1993	14
Australia	GIORGIO BEVERLY HILLS (Stylized & Crest & Stripes Device bw)		431713	B431713	15-Aug-1985	15-Aug-1985	25
Australia	GIORGIO BEVERLY HILLS FOR MEN (& Crest Device bw)		518263	B518263	1-Sep-1989	1-Sep-1989	3
Australia	GIORGIO BEVERLY HILLS SIGNATURE		822267	822267	3-Feb-2000	1-Feb-2000	3

Country	Trademark Name	Logo	Application Number	Registration Number	Application Date	Registration Date	Classes
Australia	RED GIORGIO BEVERLY HILLS (& Device)		497395	B487366	14-Oct-1998	14-Oct-1998	3
Canada	G (& Stylized 99)		1009693	TMA551,537	24-Mar-1999	25-Sep-2001	3
Canada	GIORGIO		521044	TMA344,973	15-May-1994	16-Sep-1988	3
Canada	GIORGIO (& Crest Device)		0579021	TMA257,231	27-Feb-1987	16-Jun-1989	3,42
Canada	GIORGIO (& Crest Device)		0761323	TMA489,973	11-Aug-1994	28-Jan-1997	18
Canada	GIORGIO (Yellow Stripes Device)		0522945	TMA300569	15-May-1984	15-Mar-1985	3
Canada	GIORGIO BEVERLY HILLS		0579023	TMA386,176	27-Feb-1987	28-Apr-1989	3,14,18,25
Canada	GIORGIO BEVERLY HILLS		0518497	TMA344,932	13-Mar-1984	16-Sep-1988	3
Canada	GIORGIO BEVERLY HILLS		0761322	TMA454,284	11-Aug-1994	16-Feb-1996	18
Canada	RED		474448	TMA255152	18-Aug-1977	23-Jan-1981	3
Canada	RED		611938	TMA376378	28-Jul-1988	30-Nov-1990	3
Canada	RED GIORGIO BEVERLY HILLS (& Device)		617151	TMA384,107	13-Oct-1986	10-May-1991	3
Canada	RED2		846482	TMA492,388	29-May-1997	6-Apr-1998	3

Country	Trademark Name	Logo	Application Number	Registration Number	Application Date	Registration Date	Classes
New Zealand	G (& Stylized 99)		316536	316536	20-Sep-1989	20-Sep-1989	3
New Zealand	GIORGIO		265615	265615	10-Aug-1986	10-Aug-1986	3
New Zealand	GIORGIO		265616	265616	9-Aug-1986	9-Aug-1986	18
New Zealand	GIORGIO		233269	233269	7-Jan-1994	7-Jan-1994	14
New Zealand	GIORGIO		181838	181838	30-Oct-1985	30-Oct-1985	25
New Zealand	GIORGIO		168767	168767	24-Jul-1986	24-Jul-1986	3
New Zealand	GIORGIO (& Crest Device)		160768	160768	24-Jul-1986	24-Jul-1986	3
New Zealand	GIORGIO (Yellow Stripes Device)		160796	3160796	3-Sep-1986	3-Sep-1986	3
New Zealand	GIORGIO AIRE		256164	256164	22-Nov-1995	22-Nov-1995	3
New Zealand	GIORGIO BEVERLY HILLS (& Crest & Yellow Stripes Device)		265490	265490	7-Aug-1986	7-Aug-1986	3
New Zealand	GIORGIO BEVERLY HILLS (& Crest & Yellow Stripes Device)		265491	265491	7-Aug-1986	7-Aug-1986	18
New Zealand	GIORGIO BEVERLY HILLS		186204	186204	26-Apr-1985	26-Apr-1985	3
New Zealand	GIORGIO BEVERLY HILLS		161827	161827	30-Oct-1985	30-Oct-1985	25
New Zealand	RED		213568	213568	11-Oct-1991	11-Oct-1991	3
South Africa	G (& Stylized 99)		9921211	9921211	16-Nov-1999	16-Nov-1999	3
South Africa	GIORGIO		8673494	8673494	27-May-1986	23-Dec-1993	3

Country	Trademark Name	Image	Application Number	Registration Number	Application Date	Registration Date	Classes
South Africa	GIORGIO (6 Crest Device)		86/3498	86/3498	27-May-1996	24-Nov-1993	3
South Africa	GIORGIO (Yellow Stripes Device)		86/3499	86/3499	27-May-1996	6-Aug-1994	3
South Africa	GIORGIO APRE		95/15176	95/15176	6-Dec-1995	6-Oct-1998	3
South Africa	GIORGIO APRE (Mintgreen & Horizontal Stripes Device)		95/15186	95/15186	13-Nov-1995	3-Nov-1998	3
South Africa	GIORGIO BEVERLY HILLS		86/3496	86/3496	27-May-1996	7-Jul-1993	3

Country	Trademark Name	Logo	Application Number	Registration Number	Application Date	Registration Date	Classes
United States of America	G (& Stylized 99)		75/65524	2,735,029	23-Mar-1998	8-Jul-2003	3
United States of America	GIORGIO		74567323	1922017	29-Aug-1994	28-Sep-1995	18
United States of America	GIORGIO		731241284	1,163,298	3-Dec-1979	4-Aug-1981	3
United States of America	GIORGIO		73479205	1327870	7-May-1984	2-Apr-1985	3
United States of America	GIORGIO (& Crest Device)		74518313	1990288	8-Apr-1994	30-Jul-1995	18
United States of America	GIORGIO (& Crest Device)		74668633	1922018	8-Sep-1994	26-Sep-1995	18
United States of America	GIORGIO (& Crest Device)		73560787	1388840	30-Sep-1985	15-Apr-1986	3
United States of America	GIORGIO (& Crest Device)		73597336	1418951	7-May-1986	9-Dec-1986	14
United States of America	GIORGIO (& Crest Device)		73648937	1488508	24-Feb-1987	22-Sep-1987	28
United States of America	GIORGIO (Bottle Design 97 bw)		74-087214	1,593,903	13-Aug-1990	16-Jun-1992	3



Country	Trademark Name	Logo	Application Number	Registration Number	Application Date	Registration Date	Classes
United States of America	GIORGIO (Yellow Stripes Device)		73256655	1248066	31-Mar-1990	16-Aug-1993	3
United States of America	GIORGIO (Yellow Stripes Device)		73479058	1395642	7-May-1984	11-Mar-1986	3
United States of America	GIORGIO (Yellow Stripes Device)		73597293	1419132	7-May-1985	2-Dec-1986	14
United States of America	GIORGIO BEVERLY HILLS		74566914	1918448	25-Aug-1994	5-Sep-1995	18
United States of America	GIORGIO BEVERLY HILLS		73255656	1,163,318	31-May-1980	4-Aug-1981	3
United States of America	GIORGIO BEVERLY HILLS		73479062	1350214	7-May-1984	23-Jul-1985	3
United States of America	GIORGIO BEVERLY HILLS		74528156	2001891	25-May-1994	17-Sep-1996	18
United States of America	GIORGIO BEVERLY HILLS		7245070	1008087	10-May-1973	1-Apr-1975	18,25
United States of America	GIORGIO BEVERLY HILLS		73645941	1460175	24-Feb-1987	9-Oct-1987	28
United States of America	GIORGIO BEVERLY HILLS (Swiss 95)		78361425	2,351,581	3-Feb-2004	17-May-2005	3
United States of America	RED		74-128232	1,678,246	7-Jan-1991	10-Mar-1992	5
United States of America	RED		73704126	1326362	4-Jan-1988	28-Feb-1989	3
United States of America	RED (8 Device)		74382526	1,631,255	25-Mar-1990	15-Jan-1991	3
United States of America	RED (Swiss Device 14 bw)		86255117	4734244	17-Apr-2014	12-May-2015	3

TRADEMARK

RECORDED: 09/06/2016

REEL: 005870 FRAME: 0796