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M.8138 - SHISEIDO/ DOLCE GABBANA'S FRAGRANCES, COLOUR COSMETICS AND SKINCARE BUSINESS

SECTION 1.2

Description of the concentration

1. The Commission has received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) 139/2004 by which Beauté Prestige International (together with its parent company Shiseido Co. Ltd.) would obtain exclusive control over certain assets, by way of an exclusive license for the use, on a worldwide basis, of all trademarks and logos comprising the words “Dolce & Gabbana” or the initials “D&G” registered in Internal Trademark Classes 3 and 5, as well as all brand names and/or designs used in conjunction with the above trademarks for the creation, development, manufacture, sale, distribution, marketing, advertising and promotion of fragrances, colour cosmetics and skincare products.