

05-18-1998



U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

To the Honorable Commissioner of Patents and

100713487

nal documents or copy thereof.

1. Name of conveying party(ies): ETIENNE AIGNER
COSMETICS GmbH

4-24-98

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation-State
- Other German Limited Liability Corp. - GmbH

Additional name(s) of conveying party(ies) attached?
 Yes No

2. Name and address of receiving party(ies)

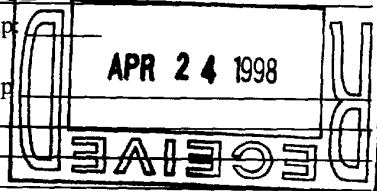
Name: L'Oreal S.A.

Address: 14, rue Royale 75008

Paris, FRANCE

City: _____ State: _____ Zip: _____

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other French societe anonyme



If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from Assignment)

Additional name(s) and address(es) attached?

Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name

Other _____

Execution Date: January 27, 1998

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,122,060

Additional numbers attached?

Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Susan L. Robertson, Esq.

BAKER & BOTTS, L.L.P.

Address: 30 Rockefeller Plaza - 44 Fl.

City: New York State: NY Zip: 10112

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

02-4377

(Attach duplicate copy of this page if paying by deposit account)

05/13/1998 TSH00077 0000071 024377 2122060
Sale Ref: 0000071 DWS: 024377 2122060
\$1 FC:481 40.00 CH

DO NOT USE THIS SPACE

9. Statement and signature

To the best of my knowledge and belief, the foregoing instrumentation is true and correct and any attached copy is a true copy of the original document.

Susan L. Robertson, Esq.

Name of Person Signing

Susan L. Robertson

Signature

4/21/98

Date

Total number of pages including cover sheet, attachments and document: 3

TRADEMARK

REEL: 1726 FRAME: 0235

ASSIGNMENT

WHEREAS, ETIENNE AIGNER COSMETICS GmbH, a German limited liability corporation, located at Ammerthalstrasse 9 - D-85551 Kirchheim, Germany (hereinafter "Assignor") has adopted and used the following trademark which has been registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Reg. No.</u>	<u>Goods</u>
XXL	2,122,060	Shower gel, body lotion, cologne, perfume, anti-perspirant deodorant, shampoo and hair conditioner

WHEREAS, L'OREAL, a French societe anonyme, located at 14, rue Royale, 75008 Paris, France (hereinafter "Assignee"), is desirous of acquiring said mark along with the U.S. registration and the goodwill thereof.

NOW, THEREFORE: In consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title and interest in and to the above mark, together with any goodwill symbolized thereby and the U.S. registration thereof.

Executed in Kirchheim

ETIENNE AIGNER COSMETICS GmbH

By: [Signature]
Name: W. NEGGES A. BLASCO
Title: Managing Director Managing Director

this 27 day of January, 1998