

01-13-1999

FCRM PTO-1594



U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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COVER SHEET

TRADEMARKS ONLY

Attorney Docket No. 07159.0003

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name(s) of conveying party(ies):

W.W.B.M. Consultants, Inc.

- Individual(s)
- General Partnership
- Corporation
- Association
- Limited Partnership

Other _____

FRANCE

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation
- Other: Société en Nom Collectif

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

(Designation must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Merger
- Change of Name

Other _____

Execution Date: October 15, 1998

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

A. Trademark Application No.(s)

75/127,564

B. Trademark Registration No.(s)

Additional numbers attached? Yes No

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

Name: Julia Anne Matheson, Esq.

Address: Finnegan, Henderson, Farabow,

Garrett & Dunner, L.L.P.

1300 I Street, N.W.

Washington, D.C. 20005-3315

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
- Authorized to be charged to deposit account only if fee is deficient

8. Deposit account number:

06-0916

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9. Statement and signature.

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

Julia Anne Matheson
Name of Person Signing

Julia Anne Matheson
Signature

January 11, 1999
Date

Total number of pages including cover sheet, attachments, and document 7

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: LANCOME PARFUMS et BEAUTE & CIE
Serial Number: 75/127,564
Filing Date: July 1, 1996
Mark: PHOTOGENIC

Examining Atty: Jodi D. Lauterbach, Esq.
Law Office: 107

ASSISTANT COMMISSIONER FOR TRADEMARKS
2900 Crystal Drive
Arlington, Virginia 22202-3513

**APPOINTMENT OF NEW ATTORNEY AND
DESIGNATION OF DOMESTIC REPRESENTATIVE**

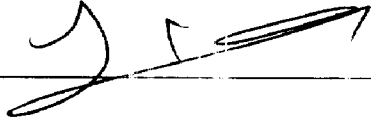
Applicant revokes all previous powers of attorney and appoints Lisa M. Gigliotti and each of the attorneys of Cosmair, Inc., all of 575 Fifth Avenue, New York, New York 10017, both jointly and separately as its attorneys with full power of substitution and revocation, to transact all business in the Patent and Trademark Office in connection with this application, to receive notice or process in proceedings affecting this application or resulting registration, and to receive the certificate of registration.

Cosmair, Inc. is also hereby designated as the applicant's representative upon whom notice or process in proceedings affecting the mark may be served.

All correspondence relating to the application should be directed to Lisa M.

Gigliotti at the address identified above.

LANCOME PARFUMS et BEAUTE & CIE

By:  _____

Name: Pierre SIMONCELLI

Title: General Counsel

Date: 4 January, 1999

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EXHIBIT A

ASSIGNMENT

W.W.B.M. Consultants, Inc., a corporation organized and existing under the laws of the State of Washington and having a place of business at ~~8846-152nd Street, NE, Redmond, Washington, 98053~~ ¹⁰⁷⁵ ~~Redmond, Washington, 98053~~ ("W.W.B.M.") is the owner of all right, title, and interest in and to the mark PHOTOGENIC for a wide range of cosmetic products falling within International Class 3 (the "Mark") and is the owner of U.S. Trademark Application Serial No. 75/127,564 for the "Mark" filed July 1, 1996 and covering "cosmetics, namely loose powder bronzer, loose powder blusher, pressed powder bronzer, pressed powder blusher, foundation, concealer, eyeliner, eye shadow, mascara, lipstick, lip liner, lip gloss, and body sparkle gel; self-tanning lotions, gels and creams."

*1075
Beckman to
#147
Beckman to
4807*

On or about October 15 1998, W.W.B.M. entered into an Agreement with Kelly Pioneer Group, Inc. ("KPG") acting as agent on behalf of an undisclosed principal (hereinafter "ASSIGNEE") providing for ASSIGNEE's acquisition of all of W.W.B.M.'s rights, title, and interest to the Mark, and the parties desire to reflect that assignment, acquisition, and transfer in this separate written agreement.

In consideration of the foregoing, and for other good and valuable consideration, the receipt and sufficiency of which is acknowledged, W.W.B.M. hereby assigns, transfers, and conveys to ASSIGNEE all of its rights, title and interest to the Mark, together with the goodwill of the business symbolized by the Mark, U.S. Trademark Application Serial No. 75/127,564, that portion of W.W.B.M.'s business which is associated with the Mark, and the right to recover damages for past and future acts of infringement.

W.W.B.M. Consultants, Inc.

By: [Signature]
Name: Beckman Hamilton
Title: MANAGING DIRECTOR

ON BEHALF OF ASSIGNEE:
Kelly Pioneer Group, Inc.
A corporation of New York

By: [Signature]
Name: Frank T. Kelly
Title: President

ASSIGNEE:

Lancome Parfums et Beaute & Cie
(Société en Nom Collectif)
29, Rue du Faubourg Saint-Honoré
75008 Paris
FRANCE

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EXHIBIT B

ASSIGNMENT OF TRADEMARK APPLICATION

W.W.B.M. Consultants, Inc., a corporation organized and existing under the laws of the State of Washington and having a place of business at ~~8040 15th Street, NE, Redmond, Washington, 98062~~ ^{1045 152nd Street, NE, Redmond, WA 98062} ("WVBM") is the owner of all right, title, and interest in and to Application Serial No. 75/127,564, filed July 1, 1996 (the "Application"), for the mark PHOTOGENIC covering "cosmetics, namely loose powder bronzer, loose powder blusher, pressed powder bronzer, pressed powder blusher, foundation, concealer, eyeliner, eye shadow, mascara, lipstick, lip liner, lip gloss, and body sparkle gel; self-tanning lotions, gels and creams in International Class 3."

On or about October 15, 1998, WVBM entered into an Agreement with Kelly Pioneer Group, Inc. ("KPG") acting as agent on behalf of an undisclosed principal (hereinafter "ASSIGNEE") providing for ASSIGNEE's acquisition of all of WVBM's rights, title, and interest to the PHOTOGENIC Mark including, but not limited to the Application, and the parties desire to reflect the assignment, acquisition, and transfer of the Application from WVBM to ASSIGNEE in this separate written agreement.

In consideration of the foregoing, and for other good and valuable consideration, the receipt and sufficiency of which is acknowledged, WVBM hereby assigns, transfers, and conveys to ASSIGNEE all of its rights, title and interest to the Application, along with that portion of WVBM's business which is associated with the applied-for mark, and the right to recover damages for past and future acts of infringement thereof.

W.W.B.M. Consultants, Inc.

By: Beverly Koomally
Name: Beverly Koomally
Title: Managing Director

ON BEHALF OF ASSIGNEE:
Kelly Pioneer Group, Inc.
A corporation of
New York

By: Frank A. Kelly
Name: Frank A. Kelly
Title: President

ASSIGNEE:

Lancome Parfums et Beaute & Cie
(Société en Nom Collectif)
29, Rue du Faubourg Saint-Honoré
75008 Paris
FRANCE