

MP 1-21-99

01-26-1999



To the Honorable Commissioner of Patents and Trademarks

100950412

documents or copy thereof.

1. Name of conveying party(ies):
Lancome Parfums et Beaute & Cie

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State - FRANCE
 Other _____

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

City: 75008, Paris State: _____ Country: France

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State _____ FRANCE
 Other _____

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: January 4, 1999

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)

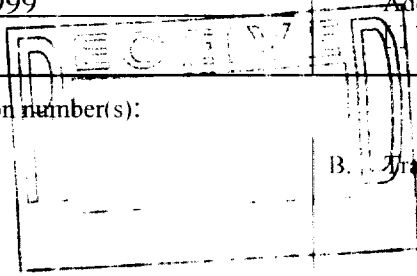
Additional name(s) and address(es) attached?
 Yes No

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

A. Trademark Application No.(s)
75/489,671

B. Trademark Registration No.(s)

Additional numbers attached? Yes No



FC:461 49:00 CH 199:35
1/25/1999 58RMS 0000028 024377 75489671

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

Name Susan L. Robertson
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: _____

7. Total fee (37 CFR 3.41):
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
02-4317
 (Attach duplicate copy of this page if paying by deposit account)

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 Susan L. Robertson January 15, 1999
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments and document: 4

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mark: COLOUR GLOSS
Applicant (Assignee): L'Oreal S.A.
Serial Number.: 75489,673
Filing Date: May 22 1998

DESIGNATION OF DOMESTIC REPRESENTATIVE

The firm of Baker & Botts, L.L.P., and the members and associates of that firm, having their offices at 30 Rockefeller Plaza, New York, New York, 10112, are hereby designated, jointly and severally, as Applicant's representatives upon whom notices or process in proceedings affecting Applicant's application for registration of the mark **COLOUR GLOSS** and the assignment of the same from Lancome Parfums et Beaute & Cie. may be served.

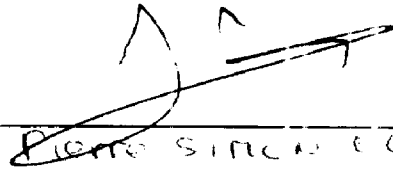
L'OREAL S.A.

Dated: January 6, 1999

By: _____

Name:

Title:


Director Juridique, French Corporate
Officer

TRADEMARK ASSIGNMENT

WHEREAS, LANCOME PARFUMS ET BEAUTE & CIE (hereinafter

"Assignor"), a Societe en nom collectif (comprised of the following French Corporations:

L'Oreal S.A., 14, rue Royale 75008, Paris, France; and Societe Civile Holdial, 12 rue Godon de

Mauroy 75002, Paris, France) organized and existing under the laws of the Republic of France,

with a place of business at 29, rue du Faubourg Saint-Honore, 75008, Paris, France, is the owner

of all right, title and interest in and to the trademark COLOUR GLOSS, in respect of makeup

preparations, specifically lipstick, and the goodwill thereof, French Registration No. 97/708,245

dated December 10, 1997 and U.S. application Serial No. 75/489,671 both for the same mark.

WHEREAS, Assignor represents and warrants that its title in and to the trademark

COLOUR GLOSS is free of any and all encumbrances, liens or other adverse claims and that it

has the unfettered right to make this assignment;

WHEREAS, L'OREAL S.A., (hereinafter "Assignee") a societe anonyme

organized and existing under the laws of the Republic of France with a place of business at 14

rue Royale, 75008, Paris, France, is desirous of acquiring said mark, the French Registration

therefore and the U.S. application as well as the goodwill therefore;

NOW, THEREFORE:

In consideration of and in exchange for the sum of One Dollar (\$1.00) and other

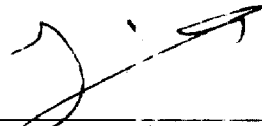
good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor

does hereby assign unto Assignee its rights, title and interest in and to the said trademark, the

French Registration No. 97/708,245 and U.S. Application Serial No. 75/489,671, together with
the goodwill of the business symbolized thereby

LANCOME PARFUMS ET
BEAUTE & CIE

Dated: January 4, 1999

By:  _____

Name: Pierre Sibowac
Title: General Counsel
Director Juridique, French Corporate
Officer