

MRD 3-29-99

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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

ched original documents or copy thereof.

To the Honorable Commissioner of P

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1. Name of conveying party(ies): Sara Lee Corporation

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

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

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other _____

Execution Date: December 18, 1998

2. Name and address of receiving party(ies)

Name: Lancome Parfums et Beaute & Cie
Address: 29, Rue de Faubourg Saint-Honore,
75008 Paris, France

City: ___ State: ___ Zip: ___

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State _____
- Other a French societe en nom collectif _____

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)

B. Trademark Registration No.(s)
Reg. No. 2,082,047

Additional numbers attached? Yes No

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

Name: Russell H. Falconer

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): \$ 41

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:
02-4377 - (Bill to: L9773 070282.1118)

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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 original document.

Russell H. Falconer
Name of Person Signing

Signature

March 26, 1999
Date

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

ASSIGNMENT

WHEREAS, the Sara Lee Corporation ("Sara Lee"), a Maryland Corporation, located at 470 Hanes Mill Road, Post Office Box 2760, Winston-Salem, North Carolina 27102, is the owner of all rights, title and interest in and to the trademark DIVINE, and the goodwill attached thereto, which mark is registered in the United States Patent and Trademark Office, Registration No. 2,082,047; and

WHEREAS, Lancôme Parfums et Beaute & Cie ("Lancôme"), a French societe en nom collectif, located at 29, Rue du Faubourg Saint-Honore, 75008 Paris, France, is desirous of acquiring said mark, goodwill and existing registration thereof;

NOW THEREFORE, in consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which are hereby acknowledged, Sara Lee does hereby assign to Lancôme all rights, title and interest in and to the mark DIVINE, together with the goodwill of the business symbolized by said trademark, and United States registration thereof, Registration No. 2,082,047.

IN TESTIMONY WHEREOF, Sara Lee has executed this Assignment by a duly authorized officer.

SARA LEE CORPORATION

DATE: 18 December 1998

By:

Name: Arthur J. Debaugh

Title: Chief Counsel & Assistant Secretary