



# Bristol-Myers Squibb Company

Legal Division

345 Park Avenue New York, NY 10154-0037 212 546-4000  
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04-29-1999



101023859

April 14, 1999



04-14-1999

U.S. Patent & TMO/ TM Mail Rcpt Dt. #64

VIA EXPRESS MAIL

Assistant Commissioner for Trademarks  
Box Assignments  
Washington, D.C. 20231

Re: **Trademark Assignment Cover Sheet**  
**CLAIROL INCORPORATED to MATRIX ESSENTIALS, INC.**

Dear Sir:

- The conveying party is: **CLAIROL INCORPORATED**  
A Delaware Corporation  
Clairol Incorporated  
1 Blachley Road  
Stamford, Connecticut 06922

There are NO other conveying parties.

- The receiving party is: **MATRIX ESSENTIALS, INC.**  
An Ohio Corporation  
30601 Carter Street  
Solon, Ohio 44139

Since this corporation is domiciled in the United States NO domestic representative is attached.

- The nature of this conveyance is an Assignment and the date of execution is April 16, 1999.
- The registration number covered by this Assignment is: **Reg. No. 1,785,132**  
**COLORSURE**

4.14.99 mrd

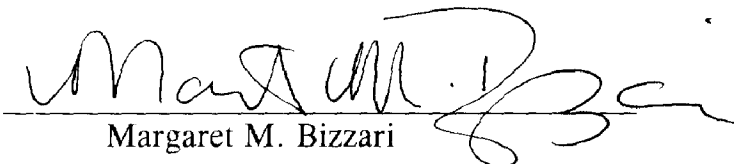
5. All correspondence concerning this document should be mailed to the following:

Margaret M. Bizzari  
Bristol-Myers Squibb Company  
345 Park Avenue  
New York, NY 10154

6. The total number of registration involved is: ONE

7. Please charge Deposit Account number No. 02-3865 in the name of Matrix Essentials, Inc. for any fees concerning this Assignment.

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

  
Margaret M. Bizzari  
Trademark Agent

Dated: April 16, 1999

Total number of pages comprising cover sheet: TWO

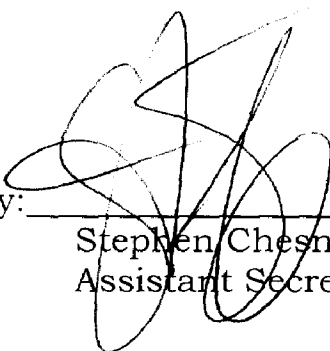
**ASSIGNMENT**

WHEREAS, CLAIROL INCORPORATED, a corporation organized and existing under the laws of the State of Delaware with offices at One Blachley Road, Stamford, CT 06922, has adopted and used the mark which is registered in the United States Patent and Trademark Office as follows:

| <b>MARK</b> | <b>REG. NO.</b> | <b>REG. DATE</b> |
|-------------|-----------------|------------------|
| COLORSURE   | 1,785,132       | Aug. 3, 1993     |

AND WHEREAS, MATRIX ESSENTIALS, INC., a corporation organized and existing under the laws of the State of Ohio, with offices at 30601 Carter Street, Solon, Ohio 44139 is desirous of acquiring this mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said CLAIROL INCORPORATED does hereby assign unto the said MATRIX ESSENTIALS, INC., all right, title and interest in and to the said mark, the U.S. Registration therefor together with the good will of the business symbolized by said mark.

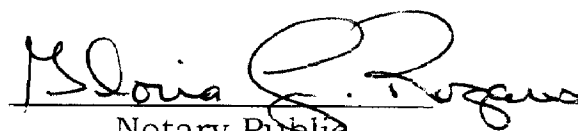
By:   
Stephen Chesnoff  
Assistant Secretary

Dated this 14th day of April, 1999.

**NOTARIAL ATTESTATION**

STATE OF NEW YORK            )  
  ) ss:  
COUNTY OF NEW YORK        )

On this 14<sup>th</sup> day of April, 1999, before me personally appeared Stephen Chesnoff, to me known to be the Assistant Secretary of Clairol Incorporated, and he acknowledged that he signed the foregoing Memorandum of Assignment on behalf of the corporation pursuant to the authority duly received.

  
Notary Public

GLORIA J. ROGERS  
Notary Public, State of New York  
No. 03-3325885  
Qualified in Bronx County  
Certificate Filed in New York County  
Commission Expires Sept. 30, 1999