

05-24-1999

MW 5-19-99

U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office



To the Honorable Commissioner of Patents at

101043068

Original documents or copy thereof.

1. Name of conveying party(ies): **U.B.C. LTD.**

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

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

2. Name and address of receiving party(ies)
Name: **L'Oreal**
Address: **14, rue Royale**

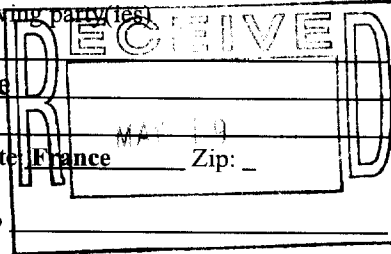
City: **75008 Paris** State: **France** Zip: _____

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

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: _____

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

A. Trademark Application No.(s)

Additional numbers attached? _____

B. Trademark Registration No.(s)

1,711,070

Additional numbers attached? _____

Yes No

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

Name: **Doreen L. Costa, Esq.**

BAKER & BOTTS, L.L.P.

Address: **30 Rockefeller Plaza - 44 Fl.**

City: **New York** State: **New York** Zip: **10112**

6. Total number of applications and registrations involved:

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)

05/21/1999 DNGUYEN 00000137 024377 1711070

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.

Doreen L. Costa
Name of Person Signing

Signature

5-17-99
Date

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

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 the mark may be served.

L'OREAL

By 

Name: Pierre Simoncelli
Title: Directeur Juridique

Dated: May 3, 1999

** TOTAL PAGE.03 **

TRADEMARK
REEL: 001899 FRAME: 0970

ASSIGNMENT

WHEREAS, CONTINENTAL EQUITIES, INC.. (hereinafter "Assignor"), a corporation organized and existing under the laws of the State of Indiana, with a business address at 6100 North Keystone Avenue, Indianapolis, Indiana 46220, is the owner of all right, title and interest in and to the trademark NUTRI VIVE for skin cream and United States Trademark Registration No. 1,711,070 therefor together with the goodwill of the business attached thereto;

WHEREAS, Assignor represents and warrants that it has used such mark in interstate commerce in connection with such goods as early as 1980 and continuing to the date of this assignment, that its title in and to the trademark NUTRI VIVE is free and clear of any and all encumbrances, liens or other adverse claims and that it has the unfettered right to make this assignment;

WHEREAS, U.B.C. Ltd. (hereinafter "Assignee"), a corporation organized under the laws of the State of New York, with a place of business at 70-20 Austin Street, Forest Hills, New York 11375, is desirous of acquiring said mark, and U.S. Trademark Registration:

NOW, THEREFORE:

In consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto Assignee all of its rights, title and interest in and to the said trademark, NUTRI VIVE, and United States Trademark Registration No. 1,711,070 therefor, together with the goodwill of the business symbolized thereby.

CONTINENTAL EQUITIES, INC.

By:

B. Paul Amer

Name:

B. Paul Amer

Title:

Pres.

Dated: 3-22-99

Attest:

Anne M. Amer