



Bristol-Myers Squibb Com

Legal Division

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05-20-1999

U.S. Patent & TMOfo/TM Mail Rcpt Dt. #26

May 20, 1999

VIA EXPRESS MAIL

Assistant Commissioner for Trademarks
Box Assignments
2900 Crystal Drive
Arlington, VA 22202

Re: Trademark Assignment Cover Sheet
MARY KAY, INC. to CLAIROL INCORPORATED

Dear Sir:

- The conveying party is: **MARY KAY, INC.**
A Delaware Corporation
16251 Dallas Parkway
Dallas, Texas 75379

There are NO other conveying parties.

- The receiving party is: **CLAIROL INCORPORATED**
A Delaware Corporation
1 Blachley Road
Stamford, CT 06922

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 9, 1999.
- The registration number covered by this Assignment is: **Reg. No. 2,156,743**
DAILY DEFENSE

16/10/1999 JSBARRZ 0000041 082055 8198743

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TRADEMARK
REEL: 001911 FRAME: 0039

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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

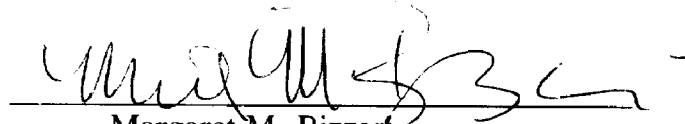
7. Please charge Deposit Account number No. 03-2065 in the name of Clairol Incorporated for any fees concerning this Assignment.

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.



05-20-1999

U.S. Patent & TMOtc/TM Mail Rcpt Dt. #26


Margaret M. Bizzari
Trademark Agent

Dated: May 20, 1999

Total number of pages comprising cover sheet: TWO

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT dated as of April 9, 1999, from MARY KAY INC., a Delaware corporation located at 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379 ("Assignor") to CLAIROL INCORPORATED, a Delaware corporation located at 1 Blachley Road, Stamford, Connecticut 06902 ("Assignee").

In consideration of \$1.00 and other good and valuable consideration the receipt and sufficiency are hereby acknowledged, Assignor hereby assigns to Assignee, on a quitclaim basis, all right, title and interest Assignor holds in the trademarks DAILY DEFENSE and DAILY DEFENSE COMPLEX (the "Daily Defense Marks"), including: (a) any and all applications and registrations owned by Assignor for the Daily Defense Marks; (b) the goodwill of the business symbolized by the Daily Defense Marks and associated therewith; and (c) all causes of action worldwide for trademark infringement or unfair competition by any third parties with respect to any rights in and to the Daily Defense Marks and any recoveries resulting therefrom. Without limiting the foregoing, Assignor hereby assigns to Assignee, on a quitclaim basis, any rights it holds in the registrations and applications set forth in Schedule A hereto, and all unregistered rights associated therewith.

ASSIGNOR MAKES THIS ASSIGNMENT SOLELY ON AN "AS-IS" BASIS, AND ASSIGNEE ACKNOWLEDGES THAT ASSIGNOR MAKES NO REPRESENTATIONS OR WARRANTIES WHATSOEVER AS TO THE EXTENT OR VALIDITY OF ITS RIGHTS IN THE DAILY DEFENSE MARK. WITHOUT LIMITING THE FOREGOING, ASSIGNOR EXPRESSLY DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, STATUTORY OR OTHERWISE, WITH RESPECT TO THE DAILY DEFENSE MARKS, INCLUDING ANY WARRANTY OF NON-INFRINGEMENT AND IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

This assignment shall be governed by, and construed in accordance with the laws of the State of New York, with regard to the conflict of laws principles thereof.

MARY KAY INC.

By: Sheila O'Connell Cooper
Name: Sheila O'Connell Cooper
Title: Secretary

APPROVED AS TO FORM
BY <u>SH</u>
DATE <u>4/9/99</u>

Country	Trademark	Application No./Date	Registration No./Date	Status
United States	DAILY DEFENSE	75/279618	2,156,743 5/12/98	Registered