

2-22-00



101275608

original document(s) or copy(ies) thereof.

To the Honorable Commissioner of Patents and

1. Name of conveying party(ies):

Trend Media, Inc.

- Individual
- General Partnership
- X Corporation-Deleware
- Other
- Association
- Limited Partnership

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

2. Name and address of receiving party(ies):

Name: Kanebo Kabushiki Kaisha (Kanebo, Ltd.)  
Address: No. 17-4, Sumida 5-chome, Sumida-ku, Tokyo, Japan

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- X Other - Joint Stock Company of Japan

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes

(Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached? No

3. Nature of conveyance:

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

Execution Date: September 14, 1999

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

968,336

Additional numbers attached? No

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

Name: WENDEROTH, LIND & PONACK, L.L.P.  
Internal Address: Kaushal R. Odedra  
Street Address: 2033 K Street, N.W., Suite 800  
City: Washington, State: DC ZIP: 20006

6. Total number of applications and registrations involved: 1

7. Total fee (37 C.F.R. § 3.41). . . . . \$40.00

X Enclosed Check No. 36887  
Authorized to be charged to deposit account

8. Deposit account number: 23-0975

(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 information is true and correct and any attached copy is a true copy of the original document.

Kaushal R. Odedra  
Name of Person Signing

[Signature]  
Signature

February 22, 2000  
Date

Total number of pages including cover sheet, attachments, and document: 5

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks  
Box Assignments  
Washington, D.C. 20231

02/24/2000 DNGUYEN 00000257 968336

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re registration of :  
Kanebo Kabushiki Kaisha (Kanebo, Ltd.)  
Registration No. 968,336  
Issued: September 11, 1973  
SENSAI  
Class 3

BOX ASSIGNMENT FEE

DESIGNATION OF DOMESTIC REPRESENTATIVE

Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

Sir:

The undersigned, an Officer of the Registrant, as may be established in the corporate bylaws or in the case of foreign entities such equivalent authority, hereby appoints Michael R. Davis, Reg. No. 25134, Matthew M. Jacob, Reg. No. 25154, Jeffrey Nolton, Reg. No. 25408, Warren M. Cheek, Jr., Reg. No. 33367, Nils E. Pedersen, Reg. No. 33,145, and Charles R. Watts, Reg. No. 33142 who together constitute the firm of WENDEROTH, LIND & PONACK, L.L.P., all members of the D.C. Bar, jointly and severally to prosecute this registration and to transact all business in the U.S. Patent and Trademark Office.

Said firm is designated as registrant's representative on whom notices or process in proceedings affecting the mark (U.S. Trademark Registration No. 968,336 may be served.

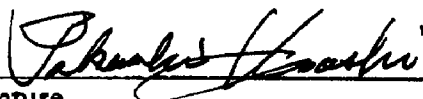
Send correspondence to:

Kaushal R. Odedra , Esq.  
WENDEROTH, LIND & PONACK, L.L.P.  
2033 K Street, N.W., Suite 800  
Washington, D.C. 20006  
(202) 721-8200

Kanebo Kabushiki Kaisha (Kanebo, Ltd.)  
No. 17-4, Sumida 5-chome, Sumida-ku,  
Tokyo, Japan

December 22, 1999

Date



Signature

Takashi Hoashi

Name

Representative Director and President

Title

**TRADEMARK ASSIGNMENT**

**Whereas,**

Trend Media, Inc.  
A Delaware Corporation

3170 Arden Road NW  
Atlanta, GA 30305

has adopted and is using the trademark SENSAL in connection with cosmetics. SENSAL trademark is also registered in the United States Patent and Trademark Office, on the Principal Register, Registration No.968,336, issued September 11, 1973, and said registration is owned by Trend Media, Inc.; and

**Whereas,**

KANEBO KABUSHIKI KAISHA (KANEBO, LTD.)  
A Joint Stock Company of Japan

17-4, Sumida 5-Chome,  
Sumida-ku, Tokyo, JAPAN

(hereinafter referred to as "Assignee"),

desires to acquire the entire undivided right, title and interest in said mark and Registration

No. 968,336;

