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U.S. Patent & TMO/TM Mail Rcpt Dt. #11

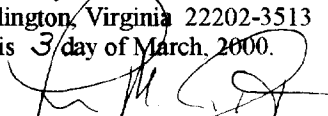


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I hereby certify that this document was deposited with the U.S. Postal Service, Express Mail Post Office to Addressee Service Express Mail No. EL524249839US to: Assistant Commissioner for Trademarks Box Assignment 2900 Crystal Drive Arlington, Virginia 22202-3513 This 3/day of March, 2000.



Lisa M. Gigliotti

**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

TO THE HONORABLE COMMISSIONER OF PATENTS AND TRADEMARKS

Please record the attached original documents or copy thereof.

1. Name of Conveying Party:

Cosmair, Inc.
Delaware Corporation

2. Name and Address of Receiving Party:

Cosmair Creative, Inc.
575 Fifth Avenue
New York, New York 10017
Delaware Corporation

3. Nature of Conveyance: Assignment
Execution Date: February 24, 2000

4. Trademark Registration No.: 2,259,813

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

Lisa M. Gigliotti, Esq.
Cosmair Creative, Inc.
575 Fifth Avenue
New York, New York, 10017

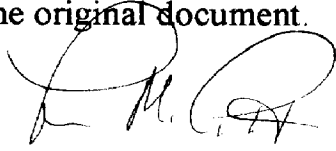
Total number of registrations/applications involved: 1

Total Fee (37 CFR § 3.41): \$40.00 Check No. 595099 is attached.

(04/13/2000 DNGUYEN 00000085 2259813
01 FC:481 40.00 DP)

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.

Dated: 3/3/00

A handwritten signature in black ink, appearing to read 'L.M. Gigliotti', with a large, stylized initial 'L' and 'G'.

Lisa M. Gigliotti

Total: Two pages

ASSIGNMENT

WHEREAS, Cosmair, Inc. (hereinafter "Cosmair"), a Delaware Corporation, located at 575 Fifth Avenue, New York, New York 10017, represents that it is the owner of all right, title and interest in and to the trademark COLOR EXTEND for non-medicated hair care preparations, namely, shampoos and conditioner treatments (the "Mark"), and the goodwill attached thereto, and is the owner of United States Trademark Registration No. 2,259,813 for the Mark, and

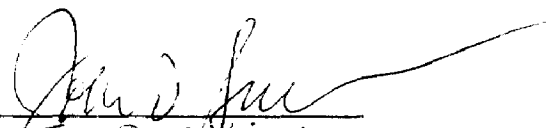
WHEREAS, Cosmair Creative, Inc. (hereinafter "Cosmair Creative"), a Delaware Corporation, located at 575 Fifth Avenue, New York, New York 10017, is desirous of acquiring said Mark, goodwill and existing registration thereof,

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, Cosmair does hereby assign unto Cosmair Creative all of its right, title and interest in and to the Mark, together with the goodwill of the business symbolized by said Mark, and United States registration thereof, Registration No. 2,259,813

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

COSMAIR, INC.

DATE: 2/24/00

By: 
Name: John D. SULLIVAN
Title: Vice President + Assistant Secretary