

05-24-2000



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MKD
S.S.W

OPR/FINANCE

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
 - Security Agreement Nunc Pro Tunc Assignment
 - Merger Change of Name
 - Other Release of Security Interest
- Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name National City Bank

Execution Date
Month Day Year
04/27/00

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other National Banking Association
- Citizenship/State of Incorporation/Organization United States of America

Receiving Party

Mark if additional names of receiving parties attached

Name Matrix Essentials, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 30601 Carter Road

Address (line 2) _____

Address (line 3) Solon

City

Ohio

State/Country

44139

Zip Code

- Individual General Partnership Limited Partnership
- Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization Ohio

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

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FOR OFFICE USE ONLY

01 FC:481
02 FC:482

40.00 CH
1125.00 CH

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 002075 FRAME: 0092

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments. #

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

| Trademark Application Number(s) | | | Registration Number(s) | | |
|---------------------------------|----------------------|----------------------|--------------------------------------|--------------------------------------|--------------------------------------|
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| <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="1383884"/> | <input type="text" value="1274060"/> | <input type="text" value="1409132"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text" value="1341874"/> | <input type="text" value="1356160"/> | <input type="text" value="1415518"/> |

Number of Properties

Enter the total number of properties involved. #

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed Deposit Account

Deposit Account
(Enter for payment by deposit account or if additional fees can be charged to the account.)
Deposit Account Number: #

Authorization to charge additional fees: Yes No

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. Charges to deposit account are authorized, as indicated herein.

Susan Reiss _____
Name of Person Signing Signature Date Signed

RECORDATION FORM COVER SHEET CONTINUATION TRADEMARKS ONLY

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

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City

State/Country

Zip Code

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Corporation Association

Other

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Trademark Application Number(s)

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Registration Number(s)

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| <input type="text" value="1563173"/> | <input type="text" value="1444737"/> | <input type="text" value="1444736"/> |
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**RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY**

FORM PTO-1618C
Expires 06/30/99
OMB 0651-0027

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

Conveying Party

Mark if additional names of conveying parties attached

Enter Additional Conveying Party

Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Enter Additional Receiving Party

Name

DBA/AKATA

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Registration Number(s)

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| <input type="text" value="1517730"/> | <input type="text" value="1156053"/> | <input type="text" value="1180778"/> |
| <input type="text" value="1322863"/> | <input type="text" value="1565880"/> | <input type="text" value="1252009"/> |
| <input type="text" value="1539993"/> | <input type="text" value="1587778"/> | <input type="text" value="1445865"/> |
| <input type="text" value="680740"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |

April 27, 2000

Mr. Scott Massengill
Assistant Treasurer
Bristol-Myers Squibb Company
345 Park Avenue
New York, NY 10154-0037

VIA Facsimile 212-605-9623

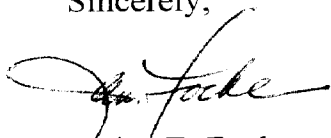
Dear Scott,

Barbara Oikle has forwarded to me a copy of the October 1, 1989 Security Agreement in which Matrix Essentials, Inc. ("Matrix") has secured certain obligations due National City Bank ("Bank"). Please be advised that the \$12,500,000 revolving credit agreement and the \$676,673 term loan agreement referenced in the Security Agreement have each been completely satisfied. As such, the Bank releases Matrix from any obligations under the October 1, 1989 Security Agreement recorded by the United States Patent and Trademark Office on November 9, 1989 and at Reel No. 0693 and Frame No. 765.

This release specifically includes the release of any security interest in the Matrix's United States patents and patent applications, United States trademark rights and trademark applications and License royalties and proceeds of infringement suits and goodwill. This includes any security interest as further outlined in Section 1 of the October 1, 1989 Security Agreement (collectively called the "Collateral") including Schedule A of United States Trademark Registration and Applications attached hereto.

Scott, should there be anything else the Bank can provide to clarify the release of this Security Agreement, please contact me at 216-575-2836.

Sincerely,



Janice E. Focke
Vice President & Senior Lending Officer

cc: Barbara Oikle via Facsimile 212-474-3700

Schedule A

Matrix Essentials, Inc.

United States Trademark Registrations and Applications

| Country | MARK Name | Class & Trademark Status | APL Number | APL Date | Reg Number | Reg Date | Renewal Date | Goods |
|---------------|---------------------------|--------------------------|------------|------------|------------|------------|--------------|---|
| United States | Active Hands | 3 Registered | 659972 | 05/11/1987 | 1471894 | 01/12/1988 | 01/12/2008 | Skin-treatment preparations -namely, protective hand cream |
| United States | Actrol | 3 Registered | 696143 | 11/18/1987 | 1492843 | 06/21/1988 | 06/21/2008 | Hair-treatment preparation - namely, a dandruff shampoo |
| United States | Adante | 3 Registered | 789575 | 03/27/1989 | 1575942 | 01/09/1990 | 01/09/2000 | Permanent wave preparations |
| United States | Alphaine Complex | 3 Registered | 544927 | 06/25/1985 | 1383884 | 02/25/1986 | 02/25/2006 | Hair-treatment preparations - namely, a restructuring ingredient sold as a component of permanent wave preparations, shampoos, conditioners, rinses and styling lotions |
| United States | Alphatine Plus (Stylized) | 3 Registered | 377868 | 08/02/1982 | 1274060 | 04/17/1984 | 04/17/2004 | Hair preparations - namely, shampoo, conditioners, and perms |
| United States | Alternate Action | 3 Registered | 584417 | 02/24/1986 | 1409132 | 09/16/1986 | 09/16/2006 | Hair-treatment preparations - namely, shampoos |
| United States | Amplexical Actives | 3 Registered | 444316 | 09/13/1983 | 1341874 | 06/18/1985 | 06/18/2005 | A composition for imparting shine and control to hair sold as an integral component of hair treatment preparations |
| United States | Amplify | 3 Registered | 525372 | 03/05/1985 | 1356160 | 08/27/1985 | 08/27/2005 | Hair-treatment preparations - namely permanent wave preparations |
| United States | Chromaplex System | 3 Registered | 590808 | 03/31/1986 | 1415518 | 11/04/1986 | 11/04/2006 | Hair-treatment preparations - namely, a coloring and conditioning composition sold as an integral component of hair coloring preparations |
| United States | Clear Lites | 3 Registered | 474910 | 04/11/1984 | 1359997 | 09/17/1985 | 09/17/2005 | Hair treatment accessories - namely, clear vinyl highlighting transparencies used to selectively apply color or bleach to hair and to check color development during highlighting and shading |
| United States | Design of a Shield | 3 Registered | 733785 | 06/10/1988 | 1530476 | 03/21/1989 | 03/21/2009 | Non-medicated hair care preparations |

| Country | MARK Name | Class & Trademark Status | APL Number | APL Date | Reg Number | Reg Date | Renewal Date | Goods |
|---------------|-----------------------------|--------------------------|------------|------------|------------|------------|--------------|--|
| United States | Direct Effect | 3 Registered | 816486 | 08/02/1989 | 1598072 | 05/29/1990 | 05/29/2000 | Permanent wave preparations |
| United States | Essential Therapy | 3 Registered | 660453 | 05/12/1987 | 1470350 | 12/29/1987 | 12/29/2007 | Hair-treatment preparations - namely, hair shampoo in liquid form |
| United States | Exacta | 3 Registered | 584445 | 02/24/1986 | 1409133 | 09/16/1986 | 09/16/2006 | Hair-treatment preparations - namely, permanent wave preparations |
| United States | Exofusion | 3 Registered | 442641 | 09/06/1983 | 1341873 | 06/18/1985 | 06/18/2005 | Hair-treatment preparations - namely, permanent wave preparations |
| United States | Fashion Essentials | 9 Registered | 784384 | 03/03/1989 | 1563173 | 10/31/1989 | 10/31/1999 | Pre-recorded video cassettes featuring hair fashion information |
| United States | Gentle Motion | 3 Registered | 622062 | 09/25/1986 | 1444737 | 06/30/1987 | 06/30/2007 | Hair treatment preparations-namely, permanent wave preparations |
| United States | Hydra-Active | 3 Registered | 621975 | 09/25/1986 | 1444736 | 06/30/1987 | 06/30/2007 | Hair treatment preparations - namely, a moisturizing ingredient sold as a component of permanent wave preparations |
| United States | Inside the Trend | 15 Registered | 771846 | 12/27/1988 | 1552861 | 08/22/1989 | 08/22/2009 | Periodical brochure concerning developments in the hair care industry |
| United States | Instacure | 3 Registered | 414151 | 02/18/1983 | 1302345 | 10/30/1984 | 10/30/2004 | Hair-treatment preparations - namely, conditioners for professional use |
| United States | Intrascan Protection System | 3 Registered | 544928 | 06/25/1985 | 1385672 | 03/11/1986 | 03/11/2006 | Continuous conditioning ingredient sold as a component of permanent wave preparations |
| United States | Matrix | 3 Registered | 377867 | 08/02/1982 | 1277705 | 05/15/1984 | 05/15/2004 | Hair products - namely, deep penetrating conditioner, balancing shampoo, balancing rinse, revitalizing conditioner, styling lotion, finishing mist, heat activated PH restructuring formula for normal, resistant fine, limp and tinted hair, hair waving formula, hair restructuring treatment and heat sealing neutralizer |

| Country | MARK Name | Class & Trademark Status | APL Number | APL Date | Reg Number | Reg Date | Renewal Date | Goods |
|---------------|-----------------------------------|--------------------------|------------|------------|------------|------------|--------------|--|
| United States | Matrix | 3 Registered | 789454 | 03/27/1989 | 1569113 | 12/05/1989 | 12/05/2009 | Skin care preparations, namely cleansing wash, foaming gel wash, skin freshener, purifying toner, exfoliating scrub, revitalizing masque, hydrating lotion, moisturizing lotion and cream, night cream, firming eye cream and regenerating skin supplement |
| United States | Matrix Synergy Salon Success Club | 35 Registered | 771866 | 12/27/1988 | 1555023 | 09/05/1989 | 09/05/2009 | Providing hair salons with sales kits consisting of a collection of sales promotion and advertising materials, articles, information, and product samples |
| United States | Matrix University Logo | 41 Registered | 784938 | 03/06/1989 | 1579510 | 01/23/1990 | 01/23/2000 | Educational services - namely, conducting courses of instruction and lectures in the field of beauty salon management and psychology |
| United States | Matrix with Design | 3 Registered | 733807 | 06/10/1988 | 1539973 | 05/23/1989 | 05/23/2009 | Non-medicated hair care preparations |
| United States | Minking | 3 Registered | 547101 | 07/09/1985 | 1431557 | 03/03/1987 | 03/03/2007 | Hair coloring and tinting services for introducing subtle shadings and color variations throughout the hair of a customer |
| United States | Moderations | 3 Registered | 767290 | 12/05/1988 | 1556425 | 09/19/1989 | 09/19/2009 | Hair coloring preparations |
| United States | Moussette | 3 Registered | 442639 | 09/06/1983 | 1330423 | 04/16/1985 | 04/16/2005 | Hair-treatment preparations - namely, styling lotion or foam |
| United States | Opticurl | 3 Registered | 476400 | 04/20/1984 | 1345461 | 07/02/1985 | 07/02/2005 | Hair-treatment preparations - namely, permanent wave preparations |
| United States | Perm Fresh | 3 Registered | 474913 | 04/11/1984 | 1322887 | 03/05/1985 | 03/05/2005 | Hair-treatment preparations - namely, curl-retention preparations for permed hair |
| United States | Prizms | 3 Registered | 558336 | 09/16/1985 | 1389635 | 04/15/1986 | 04/15/2006 | Hair-treatment preparations - namely, hair coloring |
| United States | Proforma | 3 Registered | 551428 | 08/02/1985 | 1450260 | 08/04/1987 | 08/04/2007 | Hair-treatment preparations - namely, hair spray for use and resale only in professional salons |

| Country | MARK Name | Class & Trademark Status | APL Number | APL Date | Reg Number | Reg Date | Renewal Date | Goods |
|---------------|-------------------------------|--------------------------|------------|------------|------------|------------|--------------|--|
| United States | Prosil | 3 Registered | 525217 | 03/04/1985 | 1357544 | 09/03/1985 | 09/03/2005 | Hair-treatment preparations - namely, conditioners |
| United States | SI-complex | 3 Registered | 792591 | 04/10/1989 | 1610342 | 08/21/1990 | 08/21/2000 | Chemical compounds containing silanol sold as a component of skin care preparations, namely foaming gel washes, exfoliating scrubs, alcohol-free skin fresheners, toners, hydrating lotions, moisturizing lotions and creams, regenerating skin supplements, firming eye creams and revitalizing masques |
| United States | So Advanced... It's Simple | 3 Registered | 789528 | 03/27/1989 | 1569114 | 12/05/1989 | 12/05/1999 | Skin care preparations, namely cleansing wash, foaming gel wash, skin freshener, purifying toner, exfoliating scrub, revitalizing masque, hydrating lotion, moisturizing lotion and cream, night cream, firming eye cream, and regenerating skin supplement |
| United States | So Silver | 3 Registered | 713077 | 02/24/1988 | 1517730 | 12/27/1988 | 12/27/2008 | Hair shampoo |
| United States | Socolor | 3 Registered | 235728 | 10/10/1979 | 1156053 | 06/02/1981 | 06/02/2001 | Hair coloring preparations |
| United States | Solite with Design | 3 Registered | 272125 | 07/28/1980 | 1180778 | 12/08/1981 | 12/08/2001 | Developers for use with color to lighten the hair |
| United States | Sowhite & Lite | 3 Registered | 444317 | 09/19/1983 | 1322863 | 03/05/1985 | 03/05/2005 | Hair-treatment preparations - namely, frosting and highlighting bleach |
| United States | Steps to Success | 16 Registered | 771200 | 12/23/1988 | 1565880 | 11/14/1989 | 11/14/1999 | A periodical publication |
| United States | Synerfusion | 3 Registered | 286457 | 11/19/1980 | 1252009 | 09/27/1983 | 09/27/2003 | Permanent hair waving kit composed of hair waving solution, hair |
| United States | The Trend Is Blonde | 3 Registered | 748999 | 08/29/1988 | 1539993 | 05/23/1989 | 05/23/2009 | Hair coloring and bleaching preparations |
| United States | Trenditions | 3 Registered | 815600 | 07/31/1989 | 1587778 | 03/20/1990 | 03/20/2000 | Quarterly publication on the subject of hair care, fashion, product knowledge, skin care and industry updates as they apply to applicant |

| Country | MARK Name | Class & Trademark Status | APL Number | APL Date | Reg Number | Reg Date | Renewal Date | Goods |
|---------------|------------------|--------------------------|------------|------------|------------|------------|--------------|--|
| United States | Trisoptic Action | 3 Registered | 628800 | 11/06/1986 | 1445865 | 07/07/1987 | 07/07/2007 | Hair-treatment preparations - namely, permanent wave preparations for professional use |
| United States | Vavoom! | 3 Registered | 680740 | 08/26/1987 | 1484947 | 04/19/1988 | 04/19/2008 | Hair-treatment preparations - namely, permanent wave preparations |

TRADEMARK
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