

10-16-2000



9.5.00

TRADEMARK
Docket No. 7440-4003

IN THE

101488678

TRADEMARK OFFICE

RECORDATION COVER SHEET

HON. COMMISSIONER OF PATENTS AND TRADEMARKS
BOX ASSIGNMENTS
Washington, D.C. 20231

Sir:

Please record the attached original documents or copies thereof.

1. Submission Type:

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

2. Name Of Conveying Party(ies):

Name: Creative Beauty Innovations, Inc.

Formerly _____

Execution Date (Month/Day/Year) July 17, 2000

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

75367833

Citizenship/State of Incorporation: Texas

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

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

Name: Sephora Holding

DBA/AKA/TA: _____

Address: 80 Rue Taitbout

City: Paris Country: France ZIP: 75009

- Individual(s) _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation- _____
- Other : Societe Anonyme

Citizenship/State of Incorporation: France

RECORDED
2000 JUL 20 10 05 AM

If assignee is not domiciled in the U.S., a domestic representative designation is attached: Yes No
(Designation must be a separate document from Assignment).

Additional name(s) & address(es) attached? Yes No

4. Conveyance Type:

- Assignment
- Security Agreement
- License
- Other
- Merger
- Change of Name
- Nunc Pro Tunc Assignment

Effective Date: _____ (if nunc pro tunc assignment)

5. Application Number(s) and marks or Registration Number(s) and marks:

Trademark Application No.(s) 75/367,833 (Mark: Miscellaneous Design); 75/307,417 (Mark: Miscellaneous Design).

Trademark registration No.(s) _____ (Mark: _____); _____

Additional numbers attached? Yes No

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

Name: c/o Morgan & Finnegan L.L.P.

Internal Address: Maren Coburn

Street Address: 345 Park Avenue

City New York State New York ZIP 10154

Area Code and Telephone Number (212) 415-8777

7. Total number of applications and registrations involved: 2

8. Total fee (37 CFR 3.41):.....\$ 80.00

- Enclosed
- Authorized to be charged to deposit account

10/13/2000 DBYRME 00000083 134500 75367833

01 FC:481 40.00 CH
02 FC:482 25.00 CH

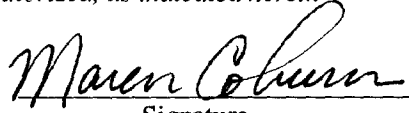
566184_1

566184_1

9. Deposit Account Number: 13-4500. Authorization to charge additional fees to deposit account: Yes No

10. Statement and Signature

Charges to deposit account are authorized, as indicated herein

<u>Maren Coburn</u> Name of Person Signing	 Signature	<u>August 31, 2000</u> Date
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Total amount of pages in cover sheet: 3

FORM: REC-TM.NY
Rev. 10/04/94

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Sephora Holding
Mark : Miscellaneous Design
Class : 3
Serial No. : 75/367,833
Filing Date : October 3, 1997

BOX RESPONSES - NO FEE
Commissioner of Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513

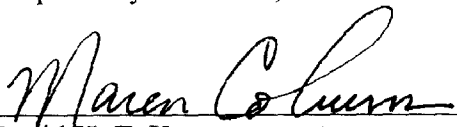
NOTICE OF SUBSTITUTE DESIGNATION OF DOMESTIC REPRESENTATIVE

MORGAN & FINNEGAN, LLP, whose postal address is 345 Park Avenue, New York, New York 10154, is designated Applicant's representative, upon whom notice or process in proceedings affecting the mark may be served.

Respectfully submitted,

Dated: August 31, 2000
New York, NY

By:


David H. T. Kane
Kathleen E. McCarthy
Maren Coburn
MORGAN & FINNEGAN, L.L.P.
345 Park Avenue
New York, NY 10154
Tel.(212) 758-4800
Fax.(212) 751-6849

Attorneys for Applicant
Sephora Holding

EXHIBIT D
ASSIGNMENT

WHEREAS, **CREATIVE BEAUTY INNOVATIONS INC.**, a Texas corporation located at 2055-C Luna Road, Carrollton, Texas 75006, is the owner of United States Trademark Application No. 75/307,417 for the bottle design mark.

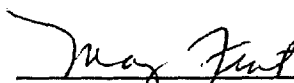
WHEREAS, **SEPHORA HOLDING**, a corporation with a capital of FF398,000,000 and whose registered office is located at 80, rue Taitbout, 75009 Paris, being registered at the Companies Registry of Paris under the number B 393 712 286, is desirous of acquiring the entire right, title and interest in and to said mark and application and in and to any renewals and extensions that may be granted thereon, together with that part of the goodwill of the business symbolized by the mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, **CREATIVE BEAUTY INNOVATIONS INC.** does hereby sell, assign and transfer to **SEPHORA HOLDING** all right, title and interest in and to said bottle design mark and United States Trademark Application No.75/307,417, including any renewals and extensions that may be granted thereon, together with the goodwill of the business symbolized by the mark and the right to bring action for past infringement of the mark.

This Assignment is effective as of the _____ day of _____, 2000.

CREATIVE BEAUTY INNOVATIONS INC.

Dated: July 19, 2000

By: 
Name: MARY FROST
Title: PRESIDENT

SEPHORA HOLDING

Dated: July 17, 2000

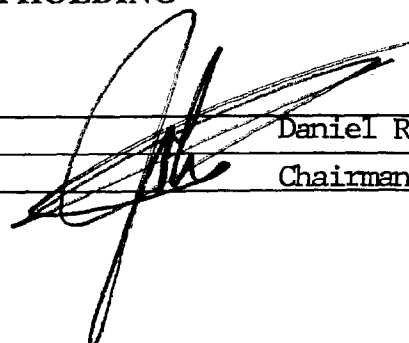
By: 
Name: Daniel Richard
Title: Chairman

EXHIBIT D
ASSIGNMENT

WHEREAS, **CREATIVE BEAUTY INNOVATIONS INC.**, a Texas corporation located at 2055-C Luna Road, Carrollton, Texas 75006, is the owner of United States Trademark Application No. 75/367,833 for the bottle design mark.

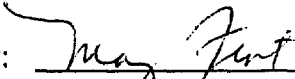
WHEREAS, **SEPHORA HOLDING**, a corporation with a capital of FF398,000,000 and whose registered office is located at 80, rue Taitbout, 75009 Paris, being registered at the Companies Registry of Paris under the number B 393 712 286, is desirous of acquiring the entire right, title and interest in and to said mark and application and in and to any renewals and extensions that may be granted thereon, together with that part of the goodwill of the business symbolized by the mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, **CREATIVE BEAUTY INNOVATIONS INC.** does hereby sell, assign and transfer to **SEPHORA HOLDING** all right, title and interest in and to said bottle design mark and United States Trademark Application No. 75/367,833, including any renewals and extensions that may be granted thereon, together with the goodwill of the business symbolized by the mark and the right to bring action for past infringement of the mark.

This Assignment is effective as of the _____ day of _____, 2000.

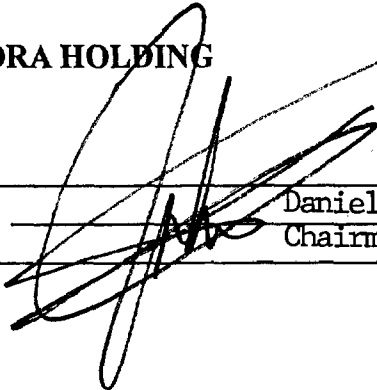
CREATIVE BEAUTY INNOVATIONS INC.

Dated: May 19, 2000

By: 
Name: MARY FROST
Title: PRESIDENT

SEPHORA HOLDING

Dated: July 17, 2000

By: 
Name: Daniel Richard
Title: Chairman