



11-03-2000

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #64

12-08-2000



101545658

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12/07/2000 MTHA11 00000300 032065 1863009  
01 FC:481 40.00 CH

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Trademark Application Number(s)

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**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

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Method of Payment:

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Deposit Account

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Susan R. Reiss

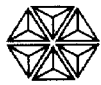
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11/2/00

Date Signed



# Bristol-Myers Squibb Company

Legal Division

345 Park Avenue New York, NY 10154-0037 212 546-4000

Fax 212 546-5664/212 605-9603

## TRADEMARK ASSIGNMENT

Clairol Incorporated, a Delaware corporation located at 345 Park Avenue, New York, New York 10154 U.S.A, hereby assigns all right, title and interest and the accompanying good will in and to the trademark TOTAL HOLD and U.S. Registration No. 1863009 therefore to Matrix Essentials, Inc., a Delaware corporation, located at 30601 Carter Street, Solon, OH 44139.

Dated: November 2, 2000

By:

Name: Nadine Flynn

Title: Assistant Secretary