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101624863

Attached original documents or copy thereof.

To the Honorable Commissioner of

1. Name of conveying party(ies):

CLAIROL INCORPORATED

- Individual(s)
- General Partnership
- Corporation-State Delaware
- Other
- Association
- Limited Partnership

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

3. Nature of conveyance:

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

Execution Date: November 13, 2000

2. Name and address of receiving party(ies)

Name: Shiseido Fine Toiletry Co., Ltd.

Internal Address:

Street Address: 7-5-5 Ginza, Chuo-ku

City: Tokyo State: Japan ZIP: 104-8010

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Japan
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from assignment)

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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

92,041	1,152,845	1,313,000
738,002	1,172,794	1,488,998
962,515	1,308,561	

Additional numbers attached? Yes No

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

Name: HOWARD N. ARONSON

Internal Address:

Street Address: LACKENBACH SIEGEL

ONE CHASE ROAD

City: SCARSDALE State: NY ZIP: 10583

6. Total number of applications and registrations involved: 8

7. Total fee (37 CFR 3.41).....\$215.00

Enclosed

Authorized to be charged to deposit account

Please charge any additional fees due, or credit any over payment to:

8. Deposit account number:

10-0100

(Attach duplicate copy of this page if paying by deposit account)

03/01/2001 DBYRNE 00000241 1152845

DO NOT USE THIS SPACE

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02151485
Statement and signature.

40.00 OP
175.00 OP

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.

HOWARD N. ARONSON

Name of Person Signing

Signature

February 12, 2001

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 & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002243 FRAME: 0242



IN THE UNITED STATE PATENT AND TRADEMARK OFFICE

ASSISTANT COMMISSIONER FOR TRADEMARKS
2900 Crystal Drive
Arlington, Virginia 22202-3513

1152845

DOMESTIC REPRESENTATIVE

LACKENBACH SIEGEL
P. O. Box 416, Scarsdale, New York 10583, U.S.A.

is hereby designated representative upon whom notices or process in
proceedings affecting the marks set forth
in the attached Exhibit A hereto may be served.

Kindly conduct all correspondence with
Lackebach Siegel at their above address.

SHISEIDO FINE TOILETRY CO., LTD.

BY: Seiji Nishimori
NAME: Seiji Nishimori
TITLE: President & C.E.O.
DATE: 6th February 2007

ASSIGNMENT

WHEREAS, Clairol Incorporated, a Delaware corporation, with offices located at 345 Park Avenue, New York, New York 10154, was the owner of all right, title and interest in and to the below listed marks which has been registered at the United States Patent and Trademark Office, particulars of which are as follows:

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
SEA BREEZE	92,041	06/17/1913
SEA BREEZE	738,002	09/18/1962
Misc. Design	962,515	07/03/1973
SEA BREEZE	1,152,845	05/05/1981
SEA BREEZE	1,172,794	10/13/1981
SEA BREEZE	1,308,561	12/11/1984
Misc. Design	1,313,000	01/08/1985
SEA BREEZE & Des.	1,488,998	05/24/1988

(hereinafter referred to as the "Marks");

WHEREAS, Shiseido Fine Toiletry Co., Ltd., a corporation organized and existing under the laws of Japan, with offices located at 7-5-5 Ginza, Chuo-ku, Tokyo 104-8010 JAPAN , was desirous of acquiring the aforesaid Marks, together with the goodwill of the business symbolized by the Marks;

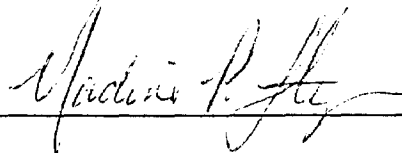
WHEREAS, by agreement, Shiseido Fine Toiletry Co., Ltd. received the entire right, title, and interest in and to the aforesaid Marks, together with the goodwill of the business symbolized thereby; and

WHEREAS, the parties hereto are desirous of executing a document for purposes of recordation at the United States Patent and Trademark Office recording title in and to the aforesaid Marks in the name of Shiseido Fine Toiletry Co., Ltd.

NOW, THEREFORE, for and in consideration of good and valuable consideration to it paid, the receipt and sufficiency of which is hereby acknowledged, said Clairol Incorporated hereby acknowledges and confirms its prior said transfer, and does hereby sell, assign, and transfer unto said Shiseido Fine Toiletry Co., Ltd. all rights, title and interest in and to said Marks, including the registrations thereof and the Certificates of Registration duly and legally issued therefor, and any and all renewals thereof for the Marks, together with the goodwill of the business symbolized thereby, and further including, without limitation, all claims for damages by reason of past infringement and the right to sue for and the right to collect the same for its own use and behoof, and for the use and behoof of its successors, assigns, or legal representatives and the right to defend the Marks and the registration thereof.

CLAIROL INCORPORATED

By:



Name:

Nadine P. Flynn

Title :

Assistant Secretary

Date:

November 13, 2000

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TRADEMARK
REEL: 002243 FRAME: 0245

EXHIBIT A

Trademark

Registration No.

SEA BREEZE	92,041
SEA BREEZE	738,002
Misc. Design	962,515
SEA BREEZE	1,152,845
SEA BREEZE	1,172,794
SEA BREEZE	1,308,561
Misc. Design	1,313,000
SEA BREEZE & Design	1,488,998