

04-20-2001



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**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

TO THE HONORABLE COMMISSIONER OF PATENTS AND TRADEMARKS

Please record the attached original documents or copy thereof.

3.26.01

1. Name of Conveying Party:

L'Oreal USA, Inc.
Delaware Corporation



2. Name and Address of Receiving Party:

L'Oreal USA Creative, Inc.
575 Fifth Avenue
New York, New York 10017
Delaware Corporation

03-26-2001
U.S. Patent & TMOs/TM Mail Rcpt Dt. #72

3. Nature of Conveyance: Assignment
Execution Date: March 20, 2001

4. Trademark Application No.: None

5. Trademark Registrations No.: 2,413,486 (FLASH WASH)

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

Lisa M. Gigliotti, Esq.
L'Oreal USA 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

Fee is authorized to be charged to our deposit account #03-3348

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: March 21, 2001

Lisa M. Gigliotti

Total: Two Pages

ASSIGNMENT

WHEREAS, L'Oreal USA, Inc. (hereinafter "L'Oreal USA"), 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 FLASH WASH for hair care products, namely, shampoo (the "Mark"), and the goodwill attached thereto, and is the owner of United States Trademark Registration No. 2,413,486 for the Mark;

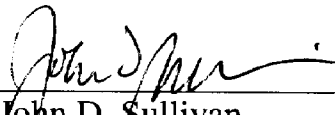
WHEREAS, L'Oreal USA Creative, Inc. (hereinafter "L'Oreal USA Creative"), a Delaware Corporation, located at 575 Fifth Avenue, New York, New York 10017, is desirous of acquiring said Mark, goodwill and existing application thereof;

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, L'Oreal USA does hereby assign unto L'Oreal USA 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 Trademark Registration No. 2,413,486.

IN TESTIMONY WHEREOF, L'Oreal USA has executed this Assignment by a duly authorized officer.

L'OREAL USA, INC.

DATE: March 20, 2001

By: 
Name: John D. Sullivan
Title: Senior Vice-President,
General Counsel
& Assistant Secretary