

07-19-2001



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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.

1. Name of Conveying Party:

Salon Products, Inc.  
Ohio Corporation

2. Name and Address of Receiving Party:

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

3. Nature of Conveyance: Assignment

Execution Date: June 21, 2001

4. Trademark Application No.: None

5. Trademark Registrations No.: 2,437,354 (THERMAL FIXATIVE)

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: June 25, 2001

Lisa M. Gigliotti

Total: Two Pages

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# ASSIGNMENT

WHEREAS, Salon Products, Inc., (hereinafter "Salon Products"), formerly Matrix Essentials, Inc., an Ohio 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 THERMAL FIXATIVE for heat-activated hair spray (the "Mark"), and the goodwill attached thereto, and is the owner of United States Trademark Registration No. 2,437,354 for the Mark;

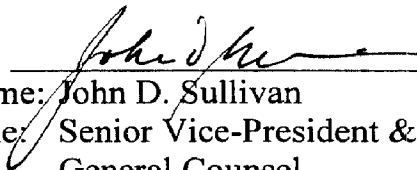
WHEREAS, L'Oreal USA Creative, Inc. (hereinafter "L'Oreal USA Creative"), a Delaware Corporation, located at 575 Fifth Avenue, New York, New York 10017, is desirous of acquiring said Mark, goodwill and existing application thereof;

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, Salon Products 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. 2,437,354.

IN TESTIMONY WHEREOF, Salon Products has executed this Assignment by a duly authorized officer.

SALON PRODUCTS, INC.

DATE: June 21, 2001

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

JONATHAN A. BLUM  
Notary Public, State of New York  
No. 01BL6018425  
Qualified in New York County  
Commission Expires January 11, 03

  
\_\_\_\_\_  
NOTARY PUBLIC

On this 21<sup>st</sup> day of June, 2001, before me appeared John D. Sullivan, the person who signed this instrument, who acknowledges that he signed it as a free act on behalf of Salon Products, Inc., and that he had the authority to do so.