

UNITED STATES

ASSIGNMENT

WHEREAS, **CLAIROL INCORPORATED**, a corporation organized and existing under the laws of Delaware, U.S.A., having a place of business at 1 Blachley Road, Stamford, Connecticut 06922, U.S.A., owns the following trademarks which are registered and/or applied for in the United States Patent and Trademark Office:

KERI SKIN RENEWAL

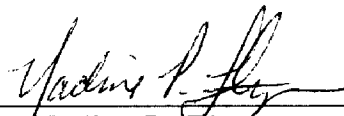
Appln. 75/846763

WHEREAS, **BRISTOL-MYERS SQUIBB COMPANY**, a corporation organized and existing under the laws of Delaware, having a place of business at 345 Park Avenue, New York, New York 10154, U.S.A., is desirous of acquiring the said trademarks and said registrations and/or applications thereof.

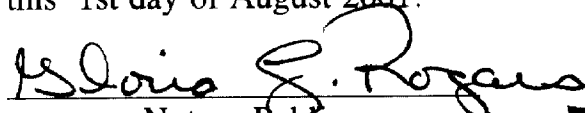
NOW, THEREFORE, for goods and valuable consideration, the receipt of which is hereby acknowledged, said Clairol Incorporated does hereby assign unto the said Bristol-Myers Squibb Company, its successors or assigns, all right, title and interest in and to the said trademarks and registrations and/or applications shown on the attached schedule, together with the goodwill of the business and the business associated therewith.

Signed this 1st day of August 2001 at New York, New York, U.S.A.

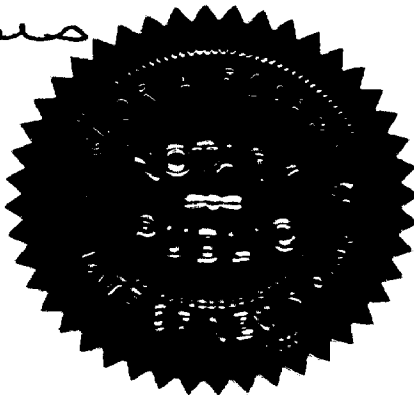
CLAIROL INCORPORATED

By: 
Name: Nadine P. Flynn
Title: Assist. Secretary

Subscribed and sworn to before me
this 1st day of August 2001.


Notary Public

GLORIA J. ROGERS
Notary Public, State of New York
No. 03-3325885
Qualified in Bronx County
Certificate Filed in New York County
Commission Expires: Sept. 30, 2002



RECORDED: 08/02/2001

TRADEMARK
REEL: 002345 FRAME: 0150