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U.S. Patent & TMOfo/TM Mail RoptDt. #57

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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

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**TO THE HONORABLE COMMISSIONER OF PATENTS AND TRADEMARKS**

**Please record the attached original documents or copy thereof.**

1. Name of Conveying Party:

Matrix Essentials, 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: January 1, 2001

4. Trademark Application No.: None

5. Trademark Registrations No.: 1,394,589 (LOGICS)

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: October 15, 2001

  
Lisa M. Gigliotti

Total: Two Pages

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## ASSIGNMENT

This ASSIGNMENT OF TRADEMARKS (this "Assignment") is made and executed effective as of January 1, 2001 by Matrix Essentials, Inc., an Ohio Corporation (hereinafter "Matrix Essentials") and L'Oreal USA Creative, Inc., a Delaware Corporation (hereinafter "L'Oreal USA Creative").

WHEREAS, Matrix Essentials, Inc. represents that it is the owner of all right, title and interest in and to the trademark LOGICS for hair tinting, dyeing and coloring preparations, shampoo and hair conditioner (the "Mark"), and the goodwill attached thereto, and is the owner of United States Trademark Registration No. 1,394,589 for the Mark;

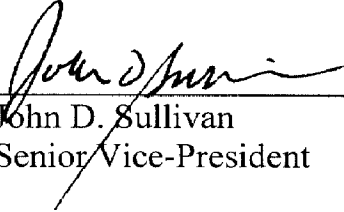
WHEREAS, L'Oreal USA Creative, Inc., a Delaware Corporation, located at 575 Fifth Avenue, New York, New York 10017, is desirous of acquiring said Mark, goodwill and existing application thereof;

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, Matrix Essentials 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. 1,394,589.

IN TESTIMONY WHEREOF, Matrix Essentials has executed this Assignment by a duly authorized officer.

MATRIX ESSENTIALS, INC.

DATE: January 1, 2001

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