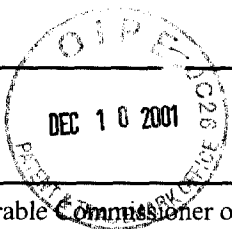


FORM PTO-1594
1-31-92



12-17-01

12-21-2001



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Express Mail No.: EL 501 742 277 US

U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

T 12.1001

To the Honorable Commissioner of I

attached original documents or copy thereof.

Washington, DC 20231

1. Name of conveying party(ies):

BRISTOL-MYERS SQUIBB COMPANY

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State - DELAWARE
☐ Other _____
Additional name(s) of conveying party(ies) attached? ☐
Yes ☒ No

2. Name and address of receiving party(ies):

Name: **CLAIROL INCORPORATED**

Internal Address: _____

Street Address: **345 PARK AVENUE**

City **NEW YORK** State **NEW YORK** ZIP **10054**

- ☐ Individual(s) citizenship _____
☐ Association _____
☐ General Partnership _____
☐ Limited Partnership _____
☒ Corporation-State **DELAWARE**
☐ Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No
(Designation must be a separate document from Assignment)
Additional name(s) & address(es) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: _____

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

A. Trademark Application No.(s) _____

B. Trademark registration No.(s) **2,042,140**

Additional numbers attached? Yes ☒ No

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

PENNIE & EDMONDS LLP
1155 Avenue of the Americas
New York, NY 10036

Attn.: **Colleen M. Keegan**

File No.: **10685-003-999**

6. Total number of applications and registrations involved: **1**

7. Total fee (37 CFR 3.41):.....\$ **40.00**

Please charge to the deposit account listed in Section 8.

8. Deposit account number:
16-1150

DO NOT USE THIS SPACE

9. Statement and signature.

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.

Colleen M. Keegan

Name of Person Signing Reg. No.

Colleen M. Keegan

Signature

Dec. 10, 2001
Date

Total number of pages comprising cover sheet: **2**

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignment
Washington, D.C. 20231

12/20/2001 GTON11 00000197 161150 2042140

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40.00 CH

TRADEMARK
REEL: 002410 FRAME: 0655

NY2 - 1266109.1

ASSIGNMENT OF TRADEMARK

WHEREAS, Bristol-Myers Squibb Company, a Delaware corporation, located at 345 Park Avenue, New York, New York 10154, is the owner of the trademark NATURAL INSTINCT and the following corresponding trademark registration:

<u>Trademark</u>	<u>Reg. No.</u>	<u>Class</u>
NATURAL INSTINCT	Reg. No. 2,042,140	42

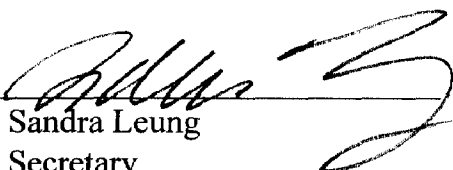
WHEREAS, Clairol Incorporated, a Delaware corporation, located at 345 Park Avenue, New York, New York 10054, is desirous of acquiring said rights in the trademark NATURAL INSTINCT and the registration therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Bristol-Myers Squibb Company does hereby assign unto Clairol Incorporated all right, title and interest in and to Trademark Registration No. 2,042,140 for the mark NATURAL INSTINCT.

BRISTOL-MYERS SQUIBB COMPANY

Dated: 12 November, 2001

By:


Sandra Leung
Secretary

NY2 - 1256802.1

RECORDED: 12/10/2001

TRADEMARK
REEL: 002410 FRAME: 0656