

Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002)  
Tab settings ⇌ ⇌ ⇌ ▼ ▼ ▼ ▼ ▼ ▼ ▼

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

L'Oreal

- Individual(s)
- General Partnership
- Corporation-State
- Other \_\_\_\_\_
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: 2/13/02

2. Name and address of receiving party(ies)

Name: G.A. Modefine SA

Internal

Address: \_\_\_\_\_

Street Address: Via Penate 4, CH 6850, Mendrisio

City: SWITZERLAND State: \_\_\_\_\_ Zip: \_\_\_\_\_

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State \_\_\_\_\_
- Other Societe Anonyme

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

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

A. Trademark Application No.(s)  
75/703,951

B. Trademark Registration No.(s)

Additional number(s) attached  Yes  No

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

Name: Abigail A. Rublnstein

Internal Address:

BAKER BOTTS L.L.P.

Street Address

30 Rockefeller Plaza

City: New York State: NY Zip: 10112

6. Total number of applications and registrations involved: \_\_\_\_\_

1

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

02-4377

(Attach duplicate copy of this page if paying by deposit account)

**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.

Abigail A. Rublnstein, Esq.

Name of Person Signing

Signature

3/20/02

Date

Total number of pages including cover sheet, attachments, and document: 3

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

**TRADEMARK**  
**REEL: 2431 FRAME: 0976**

6995  
700011462

DESIGNATION OF DOMESTIC REPRESENTATIVE

The firm of BAKER & BOTTS, L.L.P., and the members and associates of that firm, having their offices at 30 Rockefeller Plaza, New York, New York 10112, are hereby designated, jointly and severally, as applicant's representatives upon whom notices or process in proceedings affecting the mark may be served.

Dated: May 17, 1999

L'OREAL

By

  
Name: Pierre Simoncelli  
Title: Directeur Juridique

ASSIGNMENT

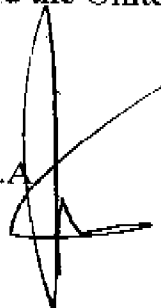
**WHEREAS, L'OREAL**, a Societe Anonyme, organized and existing under the laws of the Republic of France, with a place of business at 14, rue Royale, 75008 Paris, France (hereinafter "Assignor"), is the owner of all right, title and interest in Application Ser. No. 75/703,951 for the mark MANIA, and the goodwill thereof; and

**WHEREAS, GA MODEFINE SA**, a Societe Anonyme, organized and existing under the laws of the Switzerland, with a place of business at Via Penate 4, CH 6850 Mendrisio, Switzerland (hereinafter "Assignee") is desirous of acquiring all right, title, and interest in the mark, Application Ser. No. 75/703,951, and the goodwill therein.

**NOW, THEREFORE:**

In consideration of and in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign unto Assignee all its rights, title and interest in and to the said trademark, together with the goodwill of the business symbolized by the trademark, and the United States Trademark Application Ser. No. 75/703,951.

L'OREAL S.A.



Dated: 2/13/02

By: \_\_\_\_\_  
Name: Jose Monteiro  
Title: Chief Trademark Counsel

FROM BAKERBOTTTS

(WED) 3. 20' 02 18:24/ST. 18:18/NO. 4860225760 P 1

**BAKER BOTTS** LLP

*Fax receipt will not be confirmed by phone unless requested.*

30 ROCKEFELLER PLAZA  
NEW YORK, NEW YORK  
10112-4498  
212.705.5000  
FAX 212.705.5020  
www.bakerbotts.com

AUSTIN  
BAKU  
DALLAS  
HOUSTON  
LONDON  
**NEW YORK**  
WASHINGTON

**TO** BOX ASSIGNMENTS

**FAX NO.** 703.306.5995

**FIRM/COMPANY** US PATENT AND TRADEMARK OFFICE

**VOICE NO.** 703.308.9723

**FROM** Abigail A. Rubinstein

**VOICE NO.** 212.408.2666

**DATE** March 20, 2002

**RETURN TO** Flavia (2533)

**PERSONAL FAX NO.** 646.282.9649

**PAGES** (including cover) 5

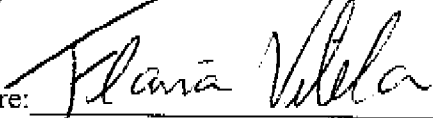
**MESSAGE**

L'Oreal  
Trademark : **MANIA**  
Serial No. : 75/703,951  
Our File No. : L9589-1 070283.2963

**CERTIFICATE OF TRANSMISSION**

I hereby certified that this correspondence is being sent Via Facsimile to the Patent and Trademark Office on the 20<sup>TH</sup> day of March, 2002.

Date: 3/20/02

Signature:   
Name: Flavia Vilela (Legal Secretary)

**Notice of Confidentiality**

The information contained in and transmitted with this facsimile is: 1. Subject to the Attorney-client Privilege; 2. Attorney Work Product; or 3. Confidential. intended only for the individual or entity designated above. You are hereby notified that any dissemination, distribution, copying, or use of or reliance upon information contained in and transmitted with this facsimile by or to anyone other than the recipient designated above by the sender is unauthorized and stri prohibited. If you have received this facsimile in error, please notify Baker Botts L.L.P. by telephone at 212.408.2683 immediately. Any facsimile erroneou transmitted to you should be immediately returned to the sender by U.S. Mail or, if authorization is granted by the sender, destroyed.

If you do not receive all pages, please call: 212.408.2683 for assistance.