

1-31-92

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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(ies):
 Helene Curtis, Inc.
 501 Silverside Road
 Wilmington, Delaware 19809 **3-4-02**

Individual Association
 General Partnership Limited Partnership
 Corporation a Delaware corporation
 Other:

Additional name(s) of conveying parties attached? Yes No

Individual Association
 General Partnership Limited Partnership
 Corporation a New York corporation
 Other:

Additional name(s) of conveying parties attached? Yes No

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

Name: Northside Development, Inc.
 250 West 57th Street
 Suite 2232
 New York, New York 10107

Individual
 Association
 General Partnership
 Limited Partnership
 Corporation a New York corporation
 Other:

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(s) attached: Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other:

Effective Date: January 15, 2002

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

A. Trademark Application No.(s)	B. Trademark Registration No.(s)
	1,763,952 2,026,620
	1,759,370 2,028,764

Additional Numbers attached? Yes No

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

Name: Arthur D. Gray, Esq.
 Address: KENYON & KENYON
 One Broadway
 New York, New York 10004

6. Total number of applications and registrations involved:
 4

7. Total fee (37 C.F.R. 3.41)\$115.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: **11-0600**

03/19/2002 TDIAZ1 00000141 110600 1763952
 01 FC:481 40.00 CH
 02 FC:482 100.00 CH

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.

Andrew R. Westney
 Name of Person Signing

Signature

2/20/02
 Date

Total number of pages comprising cover sheet:

OMB No. 0651-0011 (exp. 4/94)

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Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
 Box Assignments
 Washington DC 20231

The burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0605-0011), Washington, D.C. 20503

U.S. TRADEMARK ASSIGNMENT

WHEREAS, HELENE CURTIS, INC. (hereinafter "Assignor"), is owner of the trademarks and registrations therefor listed on the attached Schedule A; and

WHEREAS, NORTHSIDE DEVELOPMENT, INC., a New York corporation (hereinafter "Assignee"), is desirous of acquiring said trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign to Assignee all right, title and interest in and to said trademarks and registrations therefor, together with the goodwill, if any, of the business symbolized by said trademarks.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this agreement to be executed effective as of the 15th day of January, 2002.

HELENE CURTIS, INC.

By: 

Name:

David Ley Hamilton

Title:

President