

04-16-2002



03-29-2002

U.S. Patent & TMOfo/TM Mail RcptDt. #26

102056140

**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

TO THE HONORABLE COMMISSIONER OF PATENTS AND TRADEMARKS

Please record the attached original documents or copy thereof.

1. Name of Conveying Party:

L'Oreal
A French Societe Anonyme

3-29-02

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: March 29, 2002

4. Trademark Application No.: None

5. Trademark Registrations No.: 790,103 (GRAFFITI)

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: March 29, 2002


Lisa M. Gigliotti

Total: Two Pages



03-29-2002

U.S. Patent & TMOfo/TM Mail Rcpt Dt. #26

ASSIGNMENT

WHEREAS, L'Oreal (hereinafter "L'Oreal"), a French societe anonyme, located at 14, Rue Royale, 75008 Paris, France, represents that it is the owner of all right, title and interest in and to the trademark GRAFFITI for perfumes and toilet water (the "Mark"), and the goodwill attached thereto, and is the owner of United States Trademark Registration No. 790,103;

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

NOW THEREFORE, in consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, L'Oreal hereby assigns unto L'Oreal USA 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. 790,103.

IN TESTIMONY WHEREOF, L'Oreal has executed this Assignment by a duly authorized officer.

L'OREAL

By: _____
Name: Mr José MONTEIRO
Title: Proxy

DATE: March 29 , 2002