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FORM PTO-1618A
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08-29-2002

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Conveyance Type

- Assignment License
 - Security Agreement Nunc Pro Tunc Assignment
 - Merger Change of Name
 - Other
- Effective Date
Month Day Year
1/1/2001

Conveying Party

Mark if additional names of conveying parties attached
Execution Date
Month Day Year

Name SHU UEMURA COSMETICS INC.

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization JAPAN

Receiving Party

Mark if additional names of receiving parties attached

Name L'OREAL

DBA/AKA/TA

Composed of

Address (line 1) 14, rue Royale

Address (line 2)

Address (line 3) Paris France 75008
City State/Country Zip Code

- Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other Societe Anonyme
- Citizenship/State of Incorporation/Organization France

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01 FC:481
02 FC:482

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name **Trademark & Patent Counselors of America, P.C.**

Address (line 1) **915 Broadway**

Address (line 2) **19th Floor**

Address (line 3) **New York, New York 10010-7108**

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number **(212) 387-0247**

Name **Trademark & Patent Counselors of America, P.C.**

Address (line 1) **915 Broadway**

Address (line 2) **19th Floor**

Address (line 3) **New York, New York 10010-7108**

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Pages Enter the total number of pages of the attached conveyance document including any attachments. # **25**

Trademark Application Number(s) or Registration Number(s) Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

75/497,974 **75/900,713** **75/936,883**

1,394,564 **2,439,872**

75/900,714 **75/718,369** **75/911,191**

2,397,501

2,420,486

Number of Properties Enter the total number of properties involved. # **10**

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$ **265.00**

Method of Payment: Enclosed Deposit Account

Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: # **20-1439**

Authorization to charge additional fees: Yes No

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. Charges to deposit account are authorized, as indicated herein.

Keith E. Danish
Name of Person Signing

Keith Danish
Signature

August 22, 2002
Date Signed

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignee : L'Oréal
Mark : **ATELIER MADE**
Ser. No. : 75/497,974
Class(es) : 3 (Int'l.)
Filed : June 8, 1998

POWER OF ATTORNEY/APPOINTMENT OF DOMESTIC REPRESENTATIVE

Assignee appoints Mark I. Peroff, Keith E. Danish, and Jacqueline M. Stelling, each a member of the Bar of the State of New York; Darren W. Saunders, a member of the Bars of the States of Connecticut and New York; Kathleen K. Elsner, a member of the Bars of the State of New York and the Commonwealth of Virginia, Benjamin T. Orifici, a member of the Bars of the State of New York and the Commonwealth of Massachusetts, and all other members of the Bar of the State of New York in the firm of Trademark & Patent Counselors of America, P.C., 915 Broadway, New York, New York 10010, Tel. No. (212) 387-0247, its attorneys with full powers of substitution and revocation to transact all business in the Patent and Trademark Office in connection with the captioned application.

Trademark & Patent Counselors of America, P.C. is also hereby designated assignee's representative upon whom notices or process in proceedings affecting the mark may be served.

Please address all correspondence in this matter to the attention of:

Mark I. Peroff, Esq.
Trademark & Patent Counselors of America, P.C.
915 Broadway
New York, New York 10010-7108

L'ORÉAL



Dated: April 23, 2002

By _____

Print Name: José MONTEIRO

Title: Chief Trademark Counsel

NUNC PRO TUNC ASSIGNMENT

WHEREAS, **SHU UEMURA COSMETICS INC.** ["the Assignor"], a corporation organized and existing under the laws of Japan, with a business address of Aoyama Ohara Bldg., 5-7-17 Minami-Aoyama, Minato-ku 107-8803, Japan, did, effective the 1st day of January, 2001, sell, assign and transfer unto **L'ORÉAL** ["the Assignee"], a "societe anonyme" organized and existing under the laws of France, with a business address of 14, rue Royale, 75008 Paris, France, all of its right, title and interest in and to the trade- and service marks listed on the attached Schedule, in the United States of America; and

WHEREAS, the Assignor is desirous of confirming said assignment to the Assignee, and of recording the same in the United States Patent and Trademark Office;

WHEREAS, the Assignor also confirms that for the assigned trademark applications based upon "intention to use", it assigned the subject trademarks as part of the entire business or portion thereof to which the marks pertain, and the Assignor confirms that the Assignee is the successor to the Assignor of the ongoing and existing business, or portion thereof, to which the marks pertain.

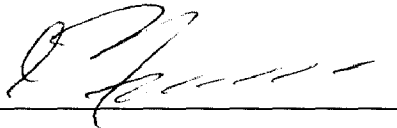
NOW, THEREFORE, the Assignor hereby confirms, by its undersigned duly authorized officer, that, effective the 1st day of January, 2001, it sold, assigned and transferred unto the Assignee all of its right, title and interest in and to the aforementioned trade- and service marks in the United States of America, the goodwill of the business associated therewith, the



registrations and applications for registration thereof, and the right to sue for past and future infringement thereof or for related causes of action.

The Commissioner of Patents and Trademarks is requested to issue the Certificates of Registration of the pending trademarks to the Assignee, upon registration of said marks.

SHU UEMURA COSMETICS INC.

By 

Name:

Title:

Dated:

SCHEDULE

Registered Trademarks

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
SHU UEMURA	1,394,564	May 27, 1986
SHU UEMURA	2,397,501	October 24, 2000
SHU UEMURA (stylized)	2,420,486	January 16, 2001
MARY LEIGH	2,439,872	April 3, 2001

Trademark Applications

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
ATELIER MADE	75/497,974	June 8, 1998
ABD, MARY RAY APOGEE	75/608,446	December 18, 1998
SHIN SO SUI	75/718,369	June 1, 1999
ABD, BIO GRAM	75/883,552	December 29, 1999
PETITE LOUTRE	75/900,713	January 20, 2000
CLA ET CLA	75/900,714	January 20, 2000
ABD, MARY RAY APOGEE	75/911,190	February 4, 2000
ATELIER FACTORY	75/911,191	February 4, 2000
DEEP OCEAN WATER	75/936,883	March 7, 2000
ABD, MARY RAY CHOU CHOU	75/936,884	March 7, 2000

