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

102283956

To the Honorable Commissioners

original documents or copy thereof.

Record as of 6/10/02

1. Name of conveying party(ies):

L'Oreal

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

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: 2/13/02

2. Name and address of receiving party(ies)

Name: GA Modelfine S.A.

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. Rubinstein

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

CHARGE \$ 40.00

(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. Rubinstein, Esq.

Name of Person Signing

Signature

6/10/02

Date

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

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

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: 2/13/02By: _____
Name: Jose Monteiro
Title: Chief Trademark Counsel


NY02:368873.1

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 12, 1999

L'OREAL

By 
Name: Pierre Simoncelli
Title: Directeur Juridique