

09-11-2002



RECORDED 102217512
TRADEMARKS ONLY

TO THE HONORABLE COMMISSIONER OF PATENTS AND TRADEMARKS

Please record the attached original documents or copy thereof.

1. Name of Conveying Party:

Walden-Hays, Inc.
New York Corporation

8-16-02

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: August 14, 2002

4. Trademark Application No.: None

5. Trademark Registrations No.: 1,868,808 (EVER COLOR)

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: August 15, 2002

Lisa M. Gigliotti

Total: Two Pages

TRADEMARK ASSIGNMENT

WHEREAS, Walden-Hays, Inc. (hereinafter "Walden-Hays"), a corporation organized under the laws of the State of New York with a place of business at 853 Broadway, New York, New York 10003, is the owner, by assignment from Cosmo Cosmetics, Inc., of all right, title and interest in and to the trademark EVER COLOR for lipsticks, and the goodwill attached thereto, and United States Trademark Registration No. 1,868,808, and of all rights contained in a Trademark Assignment from Cosmo Cosmetics, Inc., dated August 8, 2002, a copy of which attached hereto as Exhibit A (the "Trademark Assignment");

WHEREAS, L'Oreal USA Creative, Inc. (hereinafter "L'Oreal"), a corporation organized under the laws of the State of Delaware with a place of business at 575 Fifth Avenue, New York, New York 10017, is desirous of acquiring said trademark, the goodwill thereof, United States Trademark Registration No. 1,868,808, and all rights contained in the Trademark Assignment, including the right to enforce the representations made by Cosmo Cosmetics in said Trademark Assignment;

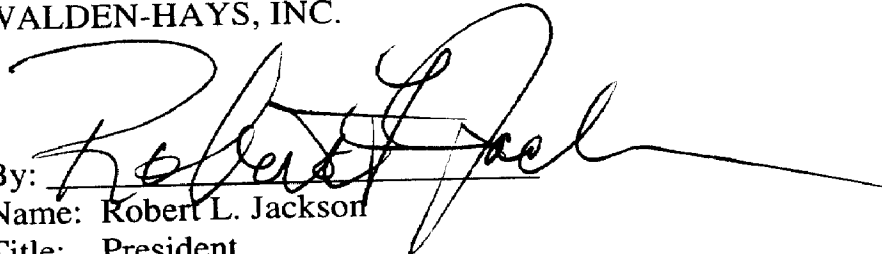
NOW, THEREFORE:

In consideration of and in exchange for the sum of One (\$1.00) Dollar, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Walden-Hays does hereby assign unto L'Oreal all of its rights, title and interest in and to the trademark EVER COLOR, together with the goodwill of the business symbolized by said trademark, United States Trademark Registration No. 1,868,808, and the Trademark Assignment, including the right to enforce the obligations of Cosmo Cosmetics, Inc. and to bring action against Cosmo Cosmetics, Inc. for breach of any of the representations made in said Trademark Assignment.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by a duly authorized officer.

WALDEN-HAYS, INC.

Dated: August 14, 2002

By: 
Name: Robert L. Jackson
Title: President