

10/3/02

10-30-2002



102265571

**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 USA, Inc.
Delaware Corporation

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: October 1, 2002

4. Trademark Application Nos.: 75/057432 and 78/169704.

5. 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: 2

Total Fee (37 CFR § 3.41): \$65.00

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: October 1, 2002

Lisa M. Gigliotti

Total: Two Pages

(10/29/2002 TDIAZ1 00000049 033348 75057432)
01 FC:8521 40.00 CH
02 FC:8522 25.00 CH

ASSIGNMENT

WHEREAS, L'Oreal USA, Inc. (hereinafter "L'Oreal USA"), a Delaware corporation, located at 575 Fifth Avenue, New York, New York 10017, represents that it is the owner of all right, title and interest in and to the trademarks SHADES EQ & Design for hair care products, namely, shampoos, and hair color which are sold to and by professional hair dressers, stylists and salons; swatch rings containing sample hair pieces of various colors; and SHADES EQ for hair color and hair coloring developer (the "Marks"), and the goodwill attached thereto, and is the owner of United States Trademark Application Nos. 75/057,432 and 78/169,704.

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

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 USA hereby assigns unto L'Oreal USA Creative all of its right, title and interest in and to the Marks, together with the goodwill of the business symbolized by said Marks, and United States Trademark Application Nos. 75/057,432 and 78/169,704.

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

L'OREAL USA, INC.

By: 

Name: Lisa M. Gigliotti

Title: Assistant Vice President and
Assistant Secretary

DATE: October 1, 2002

L'ORÉAL USA

Lisa M. Gigliotti
Trademark Counsel

October 1, 2002

Via Express Mail No. ET116662132US

Commissioner for Trademarks
Box Assignments
2900 Crystal Drive
Arlington, Virginia 22202-3513

Re: Recordal of Assignment for the marks SHADES EQ
Serial Nos. 75/057,432 and 78/169,704

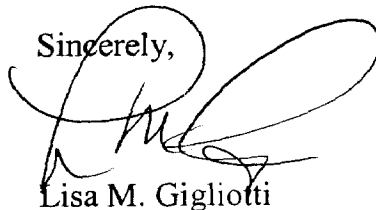
Dear Sir or Madam:

Enclosed please find a Recordation Form Cover Sheet, Trademarks Only, recording the Trademark Assignment from L'Oreal USA, Inc. to L'Oreal USA Creative, Inc. against Serial Nos. 75/057,432 and 78/169,704 for the marks SHADES EQ, together with the Assignment. We also enclose an acknowledgement card.

Please withdraw the fees from our deposit account 03-3348.

Kindly address all correspondence on this matter to the undersigned attorney at the address listed on this letterhead. Should you wish to contact the undersigned by phone, my telephone number is listed on this letterhead.

Sincerely,



Lisa M. Gigliotti

