

11-13-2002



RE

102279335
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

10702

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 22, 2002

4. Trademark Application No.: 75/370,494.

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: 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: October 22, 2002

A handwritten signature in black ink, appearing to read 'Lisa M. Gigliotti', written over a circular stamp or mark.

Lisa M. Gigliotti

Total: Two Pages

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 trademark HARDWEAR for hair styling products, namely, hair gel (the "Mark"), and the goodwill attached thereto, and is the owner of United States Trademark Application No. 75/370,494.

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 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 USA hereby assigns unto L'Oreal USA Creative 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 Application No. 75/370,494.

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 22, 2002