

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
L'Oreal USA, Inc.		09/19/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	L'Oreal USA Creative, Inc.
Street Address:	575 Fifth Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10017
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Registration Number:	2727484	BREAKTHRU
Registration Number:	2756368	PHORMULA-7
Registration Number:	2712232	HEAT STRENGTHENING STYLING CREME

CORRESPONDENCE DATA	
Fax Number:	(212)984-5082
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-984-4177
Email:	jblum@us.loreal.com
Correspondent Name:	Lisa M. Gigliotti
Address Line 1:	575 Fifth Avenue
Address Line 2:	34th Floor
Address Line 4:	New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	SALT III
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NAME OF SUBMITTER:	L'Oreal USA Creative, Inc.
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Total Attachments: 1 source=iip30000#page1.tif
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CH \$90.00 2727484

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is made and executed effective as of September 19, 2003 by L'Oréal USA, Inc. ("Assignor"), a Delaware corporation, in favor of L'Oréal USA Creative, Inc. ("Assignee"), a Delaware corporation.

WHEREAS, Assignor represents that it is the owner of all right, title and interest in and to the following United States trademarks: BREAKTHRU, PHORMULA-7, and HEAT STRENGTHENING STYLING CREAM for goods in Class 3, and the goodwill attached thereto, and is owner of U.S. Registration Nos. 2727484, 2756368, and 2712232, respectively, (hereinafter the "Marks"); and

WHEREAS, Assignee 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, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. Transfer of Trademark. Assignor hereby assigns to Assignee and its successors and assigns all of Assignor's right, title and interest in and to the Marks, together with the goodwill of the business associated with, corresponding to, symbolized by and embodied in said Marks, all common law rights relating thereto and U.S. Registration Nos. 2727484, 2756368, and 2712232.
2. Recordation of Assignment. Assignor will cooperate with Assignee to record this Assignment with the appropriate governmental entities designated by Assignee.

IN WITNESS WHEREOF, the parties have executed this Assignment effective as of September 19, 2003.

Assignor

L'ORÉAL USA, INC.

By: 

Name: Lisa Gighiotti

Title: Assistant Vice President