

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		10/31/2003	Societe Anonyme: FRANCE
L'Oreal		10/31/2003	Societe Anonyme: FRANCE

RECEIVING PARTY DATA

Name:	Laboratoires Inneov
Street Address:	11 Avenue Dubonnet
City:	Courbevoie
State/Country:	FRANCE
Entity Type:	Societe en nom collectif: FRANCE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2752064	INNEOV

CORRESPONDENCE DATA

Fax Number: (212)318-6881
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (212) 318-6037
 Email: rls@paulhastings.com
 Correspondent Name: Robert L. Sherman
 Address Line 1: 75 E. 55th Street
 Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	29172.98976
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DOMESTIC REPRESENTATIVE

Name: Robert L. Sherman
 Address Line 1: 75 E. 55th Street
 Address Line 2: Paul, Hastings, Janofsky & Walker LLP
 Address Line 4: New York, NEW YORK 10022

CH \$40.00 2752064

NAME OF SUBMITTER:

Jennifer Shmulewitz

Total Attachments: 2

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ASSIGNMENT

This ASSIGNMENT from L'ORÉAL, a societe anonyme organized and existing under the laws of France located at 14 rue Royale, 75008 Paris, France (“Assignor”), to LABORATOIRES INNEOV, a societe en nom collectif organized and existing under the laws of France located at 11 Avenue Dubonnet, 92400 Courbevoie, France (“Assignee”), is entered into and effective as of the date first written below.

WHEREAS, Assignor is the sole owner of the entire right, title and interest in and to U.S. Registration No. 2,752,064 for the mark INNEOV (the “Trademark Registration”).

WHEREAS, Assignee desires to acquire from Assignor, and Assignor now wishes to assign to Assignee, any and all of Assignor’s right, title and interest in and to the Trademark Registration, including the goodwill of the business in connection with which the mark is used and which is symbolized by the mark, together with the right to recover for any past, present and future infringements and violations thereof;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee, its entire right, title and interest in and to the Trademark Registration, including the goodwill of the business in connection with which the mark is used and which is symbolized by the mark, together with the right to recover for any past, present and future infringements and violations thereof.

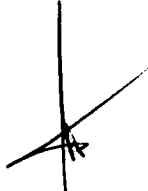
Further, Assignor agrees that, upon request and without further compensation, but at no expense to Assignor, it and its legal representatives and assigns shall undertake all reasonable and lawful acts, including the execution of documents and the giving of testimony, that may be necessary or desirable for maintaining, renewing or enforcing the Trademark Registration.

Assignor represents and warrants that it has authority to enter into this Assignment and has not granted and will not grant to others any rights inconsistent with the rights granted herein.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment, through a duly authorized representative, on the date(s) set forth below.

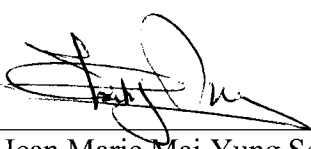
L'ORÉAL

Dated: October 31, 2003

By: 
Name: José MONTEIRO
Title: Chief Trademark Counsel

LABORATOIRES INNEOV

Dated: December 3, 2003

By: 
Name: Jean Marie Mai Yung Sen
Title: