

**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.		01/29/2004	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: 7		
Property Type	Number	Word Mark
Registration Number:	2780498	OPTI PH
Registration Number:	2782319	VERTICAL
Registration Number:	2778551	OPTICALM
Registration Number:	2778520	OPTIPOTION
Registration Number:	2777039	SUPER PROTECTING SHAMPOO
Registration Number:	2793321	DAILY HUMECTANT
Registration Number:	2793085	STAY STRONG

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:	lgigliotti@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

CH \$190.00 2780498

ATTORNEY DOCKET NUMBER:

SALT

NAME OF SUBMITTER:

Jonathan Blum

Total Attachments: 1  
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## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is made and executed effective as of January 29, 2004 by L'Oreal 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: OPTI PH, VERTICAL, OPTICALM, OPTIPOTION, SUPER PROTECTING SHAMPOO, DAILY HUMECTANT, and STAY STRONG for goods in Class 3, and the goodwill attached thereto, and is owner of U.S. Registration Nos. 2780498, 2782319, 2778551, 2778520, 2777039, 2793321 and 2793085, respectively, (hereinafter the "Marks"); and

WHEREAS, Assignee is desirous of acquiring said Marks, 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. 2780498, 2782319, 2778551, 2778520, 2777039, 2793321 and 2793085.
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 January 29, 2004.

Assignor

L'OREAL USA, INC.

By: 

Name: Lisa M. Gighotti

Title: Assistant Vice President