

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
Holding Company I, 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: 2		
Property Type	Number	Word Mark
Registration Number:	2760406	FEATHERLIGHT HAIRDRESS
Registration Number:	2787136	SMOOTH EDGES

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

ATTORNEY DOCKET NUMBER:	SALT
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NAME OF SUBMITTER:	Jonathan Blum
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Total Attachments: 1 source=b4o16400#page1.tif
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CH \$65.00 2760406

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is made and executed effective as of January 29, 2004 by Holding Company I, 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: FEATHERLIGHT HAIRDRESS and SMOOTH EDGES for goods in Class 3, and the goodwill attached thereto, and is owner of U.S. Registration Nos. 2760406 and 2787136, 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. 2760406 and 2787136.
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

HOLDING COMPANY I, INC.

By: 

Name: John D. Sullivan

Title: Senior Vice President