

**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		04/27/2004	Societe Anonyme: FRANCE

RECEIVING PARTY DATA	
Name:	GA Modefine
Street Address:	Via Pentate 4
City:	Mendrisio
State/Country:	SWITZERLAND
Postal Code:	CH 6850
Entity Type:	Societe anonyme: SWITZERLAND

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2767453	SENSI

CORRESPONDENCE DATA	
Fax Number:	(212)230-7781
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212.318.6084
Email:	catherineclayton@paulhastings.com
Correspondent Name:	Catherine M. Clayton
Address Line 1:	Paul, Hastings, Janofsky & Walker LLP
Address Line 2:	75 E. 55th Street
Address Line 4:	New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	29172.98976
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DOMESTIC REPRESENTATIVE	
Name:	
Address Line 1:	
Address Line 2:	
Address Line 3:	

CH \$40.00 2767453

Address Line 4:

NAME OF SUBMITTER:

Catherine M. Clayton

Total Attachments: 1  
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maintaining or renewing the Trademark Application and any resulting registration. The transfer shall be invocable against third parties acting in good faith only if and after the transfer is entered, accepted and recorded in the records of the Trademark Application of the U.S.P.T.O. Assignment Division.

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.

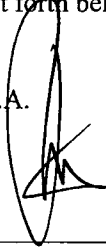
This assignment shall be deemed to be made under and to be governed by the laws of Switzerland, with the exclusion of any provision regarding the conflict of laws and expect those issues concerning the Trademark Application, which are compulsory governed by national law at the place of application.

Any dispute, claim or action raising under this assignment shall be referred to the exclusive decision of the courts having jurisdiction at the registered office of Assignee.

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

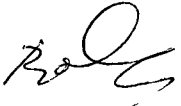
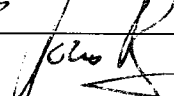
L'ORÉAL, S.A.

Dated: April 27, 2004

By:   
Name: José Monteiro  
Title:

GA MODEFINE S.A.

Dated: April 27, 2004

By:   
Name:   
Title:

NY55/294263.1