

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
L'Oreal USA, Inc.		06/15/2004	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	L'Oreal USA Creative, Inc.		
Street Address:	575 Fifth Ave.		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2814239	SHAPE TRANSFORMER	
CORRESPONDENCE DATA			
Fax Number:	(212)984-5082		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2129844177		
Email:	lgigliotti@us.loreal.com		
Correspondent Name:	Ms. Lisa M. Gigliotti, L'Oreal USA, Inc.		
Address Line 1:	575 Fifth Ave.		
Address Line 2:	34th Floor		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	SALT		
NAME OF SUBMITTER:	Lisa M. Gigliotti		
Total Attachments: 1 source=shape transformer assignment#page1.tif			

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TRADEMARK ASSIGNMENT

WHEREAS, L'Oreal USA, Inc. (hereinafter "Assignor"), a Delaware Corporation, located at 575 Fifth Avenue, New York, New York 10017, represents that it is the owner of all right, title and interest in and to the trademark SHAPE TRANSFORMER for hair conditioning wave lotion (the "Mark"), and the goodwill attached thereto, and is the owner of United States Trademark Registration No. 2,814,239 for the Mark;

WHEREAS, L'Oreal USA Creative, Inc. (hereinafter "Assignee"), a Delaware Corporation, located at 575 Fifth Avenue, New York, New York 10017, 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, receipt of which are hereby acknowledged, Assignor does hereby assign unto Assignee all of its right, title and interest in and to the Mark, together with the goodwill of the business symbolized by said Mark, and United States Trademark Registration No. 2,814,239.

IN TESTIMONY WHEREOF, L'Oreal USA, Inc. has executed this Assignment by a duly authorized officer effective as of June 15, 2004.

Assignor

L'OREAL USA, INC.

By: 

Name: Lisa M. Gigliotti

Title: Assistant Vice President