

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
L'Oreal USA, Inc.		06/16/2004	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	L'Oreal USA Creative, Inc.
<b>Street Address:</b>	575 Fifth Ave.
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10017
<b>Entity Type:</b>	CORPORATION: DELAWARE

<b>PROPERTY NUMBERS Total: 2</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Registration Number:	2848459	OPTISHAPE
Registration Number:	2848464	OPTISHINE

<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(212)984-5082
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	212 984-4177
<b>Email:</b>	lgigliotti@us.loreal.com
<b>Correspondent Name:</b>	Lisa M. Gigliotti, L'Oreal USA, Inc.
<b>Address Line 1:</b>	575 Fifth Ave.
<b>Address Line 2:</b>	34th Floor
<b>Address Line 4:</b>	New York, NEW YORK 10017

<b>ATTORNEY DOCKET NUMBER:</b>	SALT
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<b>NAME OF SUBMITTER:</b>	Lisa M. Gigliotti
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<b>Total Attachments: 1</b> source=OPTISHAPE and OPTISHINE 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 trademarks OPTISHAPE and OPTISHINE for hair styling preparations (hereinafter the "Marks"), and the goodwill attached thereto, and is the owner of United States Trademark Registration Nos. 2,848,459 and 2,848,464, respectively, for the Marks;

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 Marks, goodwill and existing registrations 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 Marks, together with the goodwill of the business symbolized by said Marks, and United States Trademark Registration Nos. 2,848,459 and 2,848,464.

IN TESTIMONY WHEREOF, L'Oreal USA, Inc. has executed this Assignment by a duly authorized officer effective as of June 16, 2004.

Assignor

L'OREAL USA, INC.

By: 

Name: Lisa M. Gigliotti

Title: Assistant Vice President