

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Holding Company I, Inc.		06/29/2004	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: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2818414	ACNE RESULTS	
<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		
<b>Address Line 1:</b>	575 Fifth Ave.		
<b>Address Line 2:</b>	Floor 34		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	SALT		
<b>NAME OF SUBMITTER:</b>	Lisa M. Gigliotti		
<b>Total Attachments: 1</b> source=assignment Acne Results#page1.tif			

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**TRADEMARK ASSIGNMENT**

WHEREAS, Holding Company I, 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 ACNE RESULTS for foundation makeup (the "Mark"), and the goodwill attached thereto, and is the owner of United States Trademark Registration No. 2,818,414 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. 2,818,414.

IN TESTIMONY WHEREOF, Holding Company I, Inc. has executed this Assignment by a duly authorized officer effective as of June 29, 2004.

Assignor

HOLDING COMPANY I, INC.

By: 

Name: John D. Sullivan

Title: Senior Vice President