

**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
Holding Company I, Inc.		06/29/2004	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: 5**

Property Type	Number	Word Mark
Registration Number:	2849548	HI REZ
Registration Number:	2830840	MHZ
Registration Number:	2826520	MEGAHERTZ
Registration Number:	2817867	DARK & LOVELY DIVA
Registration Number:	2825681	COLOR THAT FEELS AS GOOD AS IT LOOKS

**CORRESPONDENCE DATA**

Fax Number: (212)984-5082  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (212)984-4177  
 Email: lgigliotti@us.loreal.com  
 Correspondent Name: Lisa M. Gigliotti  
 Address Line 1: 575 Fifth Ave.  
 Address Line 2: Floor 34  
 Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	SALT
NAME OF SUBMITTER:	Lisa M. Gigliotti

**TRADEMARK**

**CH \$140.00 2849548**

Total Attachments: 1  
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## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment"), effective as of June 29, 2004, by and between 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: HI REZ for hair color; MHZ for hair styling preparations; MEGAHERTZ for hair styling preparations; DARK & LOVELY DIVA for hair care preparations and hair color; and COLOR THAT FEELS AS GOOD AS IT LOOKS for hair color, and the goodwill attached thereto, and is owner of U.S. Registration Nos. 2,849,548; 2,830,840; 2,826,520; 2,817,867; 2,825,681, respectively (hereinafter the "Marks"); and

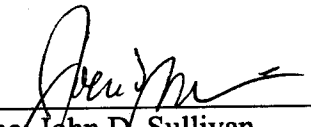
WHEREAS, Assignee is desirous of acquiring said Marks, goodwill and existing registrations thereof.

NOW, THEREFORE, in consideration of and in exchange for the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. Transfer of Trademarks. 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. 2,849,548; 2,830,840; 2,826,520; 2,817,867; 2,825,681.
2. Recordation of Assignment. Assignor will cooperate with Assignee to record this Assignment with the appropriate governmental entities designated by Assignee.

IN WITNESS WHEREOF, Assignor Holding Company I, Inc. has executed this assignment by a duly authorized officer.

HOLDING COMPANY I, INC.

By:   
Name: John D. Sullivan  
Title: Senior Vice President