

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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 USA Creative, Inc.		09/16/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	La Roche-Posay Laboratoire Pharmaceutique
Street Address:	Avenue Rene Levayer
City:	La Roche-Posay
State/Country:	FRANCE
Postal Code:	86270
Entity Type:	Societe Anonyme: FRANCE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2795494	THE LUNCH HOUR PEEL

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 Avenue
 Address Line 2: 34th Floor
 Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	LRPOSAY
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DOMESTIC REPRESENTATIVE

Name:
 Address Line 1:
 Address Line 2:
 Address Line 3:

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Address Line 4:

NAME OF SUBMITTER:

Jonathan Blum

Total Attachments: 1
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is made and executed effective as of September 16, 2004 by L'Oreal USA Creative, Inc. ("Assignor"), a Delaware corporation, in favor of La Roche-Posay Laboratoire Pharmaceutique, Avenue Rene Levayer, La Roche-Posay, France 86270, registered as a "societe anonyme" under the laws of France ("Assignee").

WHEREAS, Assignor represents it is the owner of all right, title and interest in and to the following United States trademark: THE LUNCH HOUR PEEL for goods in Class 35, and the goodwill attached thereto, and is owner of U.S. Registration No. 2795494, (hereinafter the "Mark"); and

WHEREAS, Assignee 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, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. Transfer of Trademark. Assignor hereby assigns to Assignee and its successors and assigns all of Assignor's right, title and interest in and to the Mark together with the goodwill of the business associated with, corresponding to, symbolized by and embodied in said Mark, all common law rights relating thereto and U.S. Registration No. 2795494.
2. Recordation of Assignment. Assignor will cooperate with Assignee to record this Assignment with the appropriate governmental entities designated by Assignee.

IN WITNESS WHEREOF, the parties have executed this Assignment effective as of September 16, 2004.

Assignor

L'OREAL USA CREATIVE, INC.

By: _____

Name: Lisa M. Gigliotti

Title: Assistant Vice President

TRADEMARK

RECORDED: 09/21/2004

REEL: 002941 FRAME: 0081