

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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
Holding Company I, Inc.		11/10/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	L'Oreal USA Creative, Inc.
Street Address:	575 Fifth Avenue
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:	2896322	TANGLE DEFENSE

CORRESPONDENCE DATA	
Fax Number:	(212)984-5082
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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:	SALT 360-1-15829-0
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NAME OF SUBMITTER:	Jonathan Blum
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Total Attachments: 1 source=scan#page1.tif
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CH \$40.00 2896322

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 TANGLE DEFENSE for hair care preparations, namely, conditioners (the "Mark"), and the goodwill attached thereto, and is the owner of United States Trademark Registration No. 2896322 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. 2896322.

IN TESTIMONY WHEREOF, Holding Company I, Inc. has executed this Assignment by a duly authorized officer effective as of November 10, 2004.

Assignor

HOLDING COMPANY I, INC.

By: 

Name: John D. Sullivan

Title: Senior Vice President