

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
L'Oreal USA, Inc.		11/22/2004	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: 2			
Property Type	Number	Word Mark	
Registration Number:	2841650	OPTICREME	
Registration Number:	2837311	OPTI INTENSE	
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		
NAME OF SUBMITTER:	Jonathan Blum		
Total Attachments: 1 source=scan#page1.tif			

CH \$65.00 2841650

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is made and executed effective as of November 22, 2004, by L'Oreal USA, 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: OPTI INTENSE and OPTICREME for goods in Class 3, and the goodwill attached thereto, and is owner of U.S. Registration Nos. 2837311 and 2841650, (hereinafter the "Marks"); and

WHEREAS, Assignee is desirous of acquiring said Marks, 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 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. 2837311 and 2841650.
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 November 22, 2004.

Assignor

L'OREAL USA, INC.

By: 
Name: Lisa M. Gigliotti

Title: Assistant Vice President

TRADEMARK