

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	03/22/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
L'Oreal USA, Inc.		03/22/2005	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:	2926578	OPTIMUM

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

NAME OF SUBMITTER:	Lisa M. Gigliotti
Signature:	/Lisa M. Gigliotti/
Date:	03/22/2005

CH \$40.00 2926578

Total Attachments: 1
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is made and executed effective as of March 22, 2005, 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 trademark: OPTIMUM for goods in Class 3, and the goodwill attached thereto, and is owner of U.S. Registration No. 2926578, (hereinafter the "Mark"); and

WHEREAS, Assignee is desirous of acquiring said Mark, goodwill and existing registration thereof.

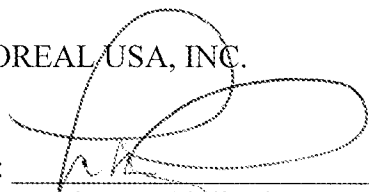
NOW, THEREFORE, in consideration of and in exchange for the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

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. 2926578.
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 March 22, 2005.

Assignor

L'OREAL USA, INC.

By: 
Name: Lisa M. Gigliotti
Title: Vice President