

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Lancome Parfums et Beaute & Cie		02/03/2006	Societe en nom collectif: FRANCE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	L'Oreal		
<b>Street Address:</b>	14, Rue Royale		
<b>City:</b>	Paris		
<b>State/Country:</b>	FRANCE		
<b>Postal Code:</b>	75008		
<b>Entity Type:</b>	Societe Anonyme: FRANCE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1987814	NUTRIFORCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)319-4090		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2123186236		
<b>Email:</b>	ris@paulhastings.com		
<b>Correspondent Name:</b>	Robert L. Sherman		
<b>Address Line 1:</b>	75 East 55th Street		
<b>Address Line 4:</b>	New York, NEW YORK 10022		
<b>ATTORNEY DOCKET NUMBER:</b>	29172.98976		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			
<b>Address Line 1:</b>			
<b>Address Line 2:</b>			

**CH \$40.00 1987814**

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Sarah J. North

Signature:

/sjn/

Date:

02/03/2006

Total Attachments: 2

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ASSIGNMENT

This ASSIGNMENT from LANCÔME PARFUMS ET BEAUTE & CIE, a societe en nom collectif organized under the laws of France with a place of business at 29, rue du Faubourg Saint-Honore, 75008 Paris, France ("Lancôme" or "Assignor"), to L'ORÉAL, a societe anonyme organized and existing under the laws of France located at 14, Rue Royale, 75008 Paris, France ("Assignee"), is entered into and effective as of the date first written below.

WHEREAS, Assignor is the sole owner of the entire right, title and interest in and to U.S. Registration No. 1,987,814 for the mark NUTRIFORCE (Stylized) (the "Trademark Registration").

WHEREAS, Assignee desires to acquire from Assignor, and Assignor now wishes to assign to Assignee, any and all of Assignor's right, title and interest in and to the Trademark Registration, including the goodwill of the business in connection with which the mark is used and which is symbolized by the mark, together with the right to recover for the past, present and future infringements and violations thereof;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee, the entire right, title and interest in and to the Trademark Registration, including the goodwill of the business in connection with which the mark is used and which is symbolized by the

mark, together with the right to recover for the past, present and future infringements and violations thereof.

Further, Assignor agrees that, upon request and without further compensation, but at no expense to Assignor, it and its legal representatives and assigns shall do all lawful acts, including the execution of documents and the giving of testimony, that may be necessary or desirable for maintaining, renewing or enforcing the Trademark Registration.

Assignor represents and warrants that it has not granted and will not grant to others any rights inconsistent with the rights granted herein.

IN TESTIMONY WHEREOF, Lancôme has executed this Assignment, through a duly authorized representative, on the date set forth below.

Dated: February 3, 2006

LANCÔME PARFUMS ET  
BEAUTE & CIE  
By: J. MONTEIRO  
Name: Loxy  
Title: Chief Trademark Counsel

LEGAL\_US\_E # 70477533.1

RECORDED: 02/03/2006

TRADEMARK  
REEL: 003240 FRAME: 0094