

**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>
L'Oreal USA Creative, Inc.		12/19/2006	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PRL USA Holdings, Inc.		
<b>Street Address:</b>	103 Foulk Road		
<b>City:</b>	Wilmington		
<b>State/Country:</b>	DELAWARE		
<b>Postal Code:</b>	19803		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1532524	NOTORIOUS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)984-5082		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-984-4177		
<b>Email:</b>	lgigliotti@us.loreal.com		
<b>Correspondent Name:</b>	Lisa M. Gigliotti		
<b>Address Line 1:</b>	575 Fifth Avenue		
<b>Address Line 2:</b>	Floor 34		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	RL 311-25-130315		
<b>NAME OF SUBMITTER:</b>	Lisa M. Gigliotti		
<b>Signature:</b>	/Lisa M. Gigliotti/		
<b>Date:</b>	12/19/2006		

CH \$40.00 1532524

Total Attachments: 1  
source=assignment#page1.tif

## TRADEMARK ASSIGNMENT

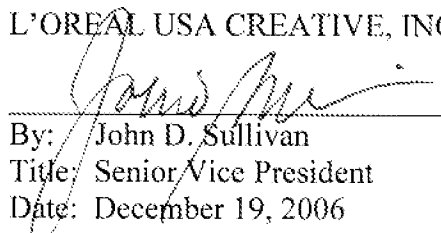
This ASSIGNMENT is effective as of December 19, 2006, between L'Oreal USA Creative, Inc., a Delaware corporation, located at 575 Fifth Avenue, New York, New York 10017 (hereinafter "L'Oreal USA"), and PRL USA Holdings, Inc., a Delaware corporation with a place of business at 103 Foulk Road, Wilmington, Delaware 19803 ("PRL USA").

WHEREAS, L'Oreal USA it is the owner of all rights, title and interest in and to the mark NOTORIOUS (stylized), which is the subject of United States Trademark Registration No. 1,532,524 for perfumes, toilet waters, colognes, eau de toilette, skin moisturizing creams, skin scrub, skin rinse, eye shadow, blushes, mascara and foundations (hereinafter the "Mark").

NOW, THEREFORE, in consideration of the sum of US One Dollar (\$1.00) and other good and valuable consideration, the receipt of which are acknowledged by the L'Oreal USA, L'Oreal USA hereby assigns to PRL USA and its successors and assigns all of its right, title and interest in the Mark, together with the goodwill of the business associated with, corresponding to, symbolized by and embodied in said Mark, including Trademark Registration No. 1,532,524, as well as the right to commence an action for past or future infringements.

L'Oreal USA undertakes that it will do all acts and execute all documents necessary or desirable for further assuring the right, title and interest of PRL USA to the Mark, corresponding goodwill and Registration No. 1,532,524, including to cooperate with PRL USA to record this Assignment with the United States Patent and Trademark Office.

L'OREAL USA CREATIVE, INC.

  
By: John D. Sullivan  
Title: Senior Vice President  
Date: December 19, 2006