

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Laboratoire Garnier & Cie		05/02/2007	French Societe en Nom Collectif: FRANCE
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: 3			
Property Type	Number	Word Mark	
Registration Number:	3060728	XXL VOLUME + LENGTH	
Registration Number:	3117768	INTENSE XXL	
Registration Number:	2954282	XXL VOLUME	
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:	L'Oreal USA Creative, Inc.		
Address Line 2:	575 Fifth Ave., Floor 34		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	MAYBE		
NAME OF SUBMITTER:	Lisa M. Gigliotti		

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Signature:	/Lisa M. Gigliotti/
Date:	05/09/2007
Total Attachments: 1 source=XXLassignment#page1.tif	

TRADEMARK ASSIGNMENT

This ASSIGNMENT is effective as of May 2, 2007, between Laboratoire Garnier & Cie, a French Societe en Nom Collectif, with a place of business at 281, rue Saint-Honore, Paris, France 75008 (herein after "Garnier"), and L'Oreal USA Creative, Inc., a Delaware corporation, located at 575 Fifth Avenue, New York, New York 10017 (hereinafter "L'Oreal USA").

WHEREAS, Garnier is the owner of all rights, title and interest in and to the marks XXL VOLUME + LENGTH (stylized), which is the subject of United States Trademark Registration No. 3,060,728 for make-up products, namely, mascara; INTENSE XXI, which is the subject of United States Trademark Registration 3,117,768 for cosmetics, namely, mascara; and XXL VOLUME (stylized), which is the subject of United States Trademark Registration No. 2,954,282 for a range of cosmetics, hair products and toiletries in Class 3 (hereinafter the "Marks")

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Garnier hereby assigns to L'Oreal USA and its successors and assigns all of its 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, including Trademark Registration Nos. 3,060,728, 3,117,768 and 2,954,282.

IN TESTIMONY WHEREOF, Garnier has executed this Assignment by a duly authorized officer.

Laboratoire Garnier & Cie

By: 
Title: J. MONTEIRO
Date: Chief Trademark Counsel