

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
PEPUP S.A.		05/16/2008	Societe Anonyme:

RECEIVING PARTY DATA

Name:	L'Oreal S.A.
Street Address:	14, rue Royale
City:	Paris
State/Country:	FRANCE
Postal Code:	75008
Entity Type:	Societe Anonyme:

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2850102	BIOTIFUL

CORRESPONDENCE DATA

Fax Number: (212)318-6847
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-318-6037
 Email: rls@paulhastings.com
 Correspondent Name: Robert L. Sherman
 Address Line 1: 75 East 55th Street
 Address Line 2: Paul, Hastings, Janofsky & Walker LLP
 Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	29172.00023 - BIOTIFUL
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DOMESTIC REPRESENTATIVE

Name: Robert L. Sherman
 Address Line 1: 75 East 55th Street
 Address Line 2: Paul, Hastings, Janofsky & Walker LLP

CH \$40.00 2850102

Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Robert L. Sherman
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Signature:	/rls/
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Date:	06/12/2008
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Total Attachments: 1 source=BIOTIFUL Assignment document#page1.tif

UNITED STATES OF AMERICA

DECLARATION OF
PARTIAL ASSIGNMENT OF TRADEMARK
RIGHTS

We, the undersigned

PEPUP S.A.
Quai des Forces Motrices 14
CH-1204 Geneva
Switzerland

declare having assigned the rights and interests in and to

United States trademark registration 2,850,102

« BIOTIFUL »

for :

all goods in international class 3 (hygienic products of biological origin, namely, hair care and coloring preparations, shampoos, deodorants, hair lotions, toothpastes),

and

all goods in international class 5 (all-purpose disinfectants; hygienic medicated products of biological origin, namely, medicated hair care and coloring preparations, medicated shampoos, medicated deodorants; dietary supplements, food supplements of biological origin)

only,

to

L'OREAL S.A.
14, rue Royale
75008 PARIS
France,

who accepts the partial Assignment for good and valuable consideration without any restrictions and with all rights and obligations deriving therefrom.

Place Geneva Date May 16, 2008
for PEPUP S.A.

Place Paris Date May 29, 2008
for L'OREAL S.A.

name: Eric RISGALLA
position: President & CEO

name: José MONTEIRO
position: Director of Trademark
Department

TRADEMARK