

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Walden-Hays		09/29/2008	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	L'Oreal		
Street Address:	14 rue Royale		
City:	Paris		
State/Country:	FRANCE		
Postal Code:	75008		
Entity Type:	Societe Anonyme: FRANCE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2342855	XCEL	
CORRESPONDENCE DATA			
Fax Number:	(212)318-6847		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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:	29172.00012 - XCEL		

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

CH \$40.00 2342855

Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:

Robert L. Sherman

Signature:

/rls/

Date:

09/29/2008

Total Attachments: 1

source=XCEL Assignment#page1.tif

TRADEMARK ASSIGNMENT

This ASSIGNMENT is effective as of September 29, 2008, between Walden-Hays, located at P.O. Box 1071, New York, NY 10276 (hereinafter "Walden-Hays") and L'Oréal, a French société anonyme, located at 14 Rue Royale, 75008 Paris, France (hereinafter "L'Oréal").

WHEREAS, Walden-Hays represents that (i) it is the owner of all rights, title and interest in and to the trademark XCEL, used on and in connection with non-medicated hair care preparations, namely, a liquid solution used as an additive in hair color mixtures to accelerate the hair coloring process, and the goodwill associated therewith, and is the owner of United States Trademark Registration No. 2,342,855 for said mark for said goods (collectively, the "Mark"); (ii) its title in and to the Mark is free of any and all encumbrances, liens or other adverse claims; (iii) said Mark has not been the subject of any license from or to any third party; and (iv) it has the authority and right to make this assignment, and that the making of this assignment will not violate the contract rights of any third party.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Walden-Hays hereby absolutely and irrevocably assigns to L'Oréal, its successors and assigns, all of its rights, 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, U.S. Trademark Registration No. 2,342,855 and all common law rights in the Mark, as well as the right to commence an action for past or future infringement.

Walden-Hays undertakes that, upon reasonable request, it will execute all documents necessary or desirable for further assuring the rights, title and interest to the Mark in L'Oréal, including the corresponding goodwill, and to U.S. Registration No. 2,342,855.



Walden-Hays