

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the name of the assignee to delete "(SPRL)" from the full name of the assignee. It should read: "Alexandre De Paris International". previously recorded on Reel 003854 Frame 0162. Assignor(s) hereby confirms the Assignment of the entire interest and the goodwill to Alexandre De Paris International..

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
L'OREAL		11/30/2007	JOINT STOCK COMPANY: FRANCE

RECEIVING PARTY DATA

Name:	ALEXANDRE DE PARIS INTERNATIONAL
Street Address:	227 Avenue du Prince d'Orange
City:	Bruxelles
State/Country:	FRANCE
Postal Code:	B-1180
Entity Type:	Private Limited Liability Company: BELGIUM

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	0860999	ALEXANDRE

CORRESPONDENCE DATA

Fax Number: (212)949-9190
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (212) 949-9022
 Email: JMStarzynski@lawabel.com
 Correspondent Name: Victor M. Tannenbaum
 Address Line 1: 666 Third Avenue
 Address Line 2: 10th Floor
 Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	8003626
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CH \$40.00 0860999

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Victor M. Tannenbaum
Signature:	/VMT/
Date:	10/02/2008

Total Attachments: 5

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O: VICTOR M. TANNENBAUM COMPANY: 666 THIRD AVENUE

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.109/16/2008
900116272

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
L'OREAL		11/30/2007	JOINT STOCK COMPANY: FRANCE
RECEIVING PARTY DATA			
Name:	ALEXANDRE DE PARIS INTERNATIONAL (SPRL)		
Street Address:	227 Avenue du Prince d'Orange		
City:	Bruxelles		
State/Country:	BELGIUM		
Postal Code:	B-1180		
Entity Type:	Private Limited Liability Company: BELGIUM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0860999	ALEXANDRE	
CORRESPONDENCE DATA			
Fax Number:	(212)949-9190		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 949-9022		
Email:	JMStarzynski@lawabel.com		
Correspondent Name:	Victor M. Tannenbaum		
Address Line 1:	666 Third Avenue		
Address Line 2:	10th Floor		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	8003626		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

CH \$40.00 0860999

O:VICTOR M. TANNENBAUM COMPANY:666 THIRD AVENUE

Address Line 2: Address Line 3: Address Line 4:	
NAME OF SUBMITTER:	Victor M. Tannenbaum
Signature:	/VMT/
Date:	09/16/2008
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CONFIRMING AGREEMENT

BETWEEN :

L'OREAL

a French joint-stock company

located 14 rue Royale, 75008 PARIS, FRANCE

duly represented by José Monteiro, Chief Trademark Counsel

of the one part,

AND

ALEXANDRE DE PARIS INTERNATIONAL (SPRI)

a private limited liability company of Belgium

located 227 Avenue du Prince d'Orange, B-1180 Bruxelles, BELGIUM

duly represented by Mr Michel DERVYN in his position of Managing Director

of the other part.

WHEREAS :

L'OREAL and ALEXANDRE DE PARIS INTERNATIONAL (SPRI), hereinafter called ADPI, concluded an agreement on November 30, 2007 for the assignment of Trademarks and Websites and for the transfer of Trademarks Licenses.

That Trademark Assignment Deed refers among others to the following Trademark registered in the United States in the name of L'OREAL, namely :

- ALEXANDRE + Device : Registration No. 860999 in class 21.

NOW THIS DEED WITNESSETH that :


For the recordal purpose of the transfer at the Trademark Office of the United States, L'OREAL hereby confirms the assignment of the above cited Trademark to ADPI together with the goodwill of the business associated therewith, in consideration of the sum as defined in the agreement of 30 November 2007, said amount relating to the assignment of all the Trademarks ALEXANDRE DE PARIS as filed or registered all over the world in the name of L'OREAL on the date of execution of the assignment deed.

The present confirming agreement has been set up for the purpose of recording the transfer of the above mark in the United States. The parties agree to refer to the original assignment deed of 30 November 2007 for any other matter.

Signed in Brussels in 3 original copies on May, 23 2008

L'OREAL

José MONTEIRO



ALEXANDRE
ALEXANDRE DE PARIS INTERNATIONAL (SPRL)
SPRL ALEXANDRE DE PARIS INTERNATIONAL
Avenue du Prince d'Orange 227 - 1180 Bruxelles
Tél. 00 32(0)2 372 31 31 - Fax. 00 32(0)2 346 94 77 - TVA 865 490 418
Fortis 001 533386 14 - IBAN BE94 0015 3333 8614 - BIC GEBABEBB

Michel DERVYN

