

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	12/31/2008

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
PR Holding Corp.		12/23/2008	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Holding Company I, Inc.
Street Address:	575 Fifth Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10017
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 41**

Property Type	Number	Word Mark
Registration Number:	3091139	NANOWORKS
Registration Number:	2928869	INCHARGEPLUS
Registration Number:	2896476	SUPERSTRAIGHT
Registration Number:	3036521	ANTIFADE COMPLEX
Registration Number:	2880552	RECONSTRUCTREPAIR
Registration Number:	2880551	PURIFYSHAMPOO
Registration Number:	2885460	HYDRATECONDITION
Registration Number:	2885459	HYDRATESHAMPOO
Registration Number:	3478304	SUPERSMOOTH
Serial Number:	78948403	HYDRACURE
Registration Number:	3416185	NANOWAX
Registration Number:	3220211	NANOGLAZE
Registration Number:	3292486	INSTANTREPAIR

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Registration Number:	3337251	SHINELUXE
Registration Number:	3332493	GLOSSINGMIST
Registration Number:	3091541	DRYSHINE
Registration Number:	3175525	HOLDFAST
Registration Number:	3178561	REALCURL
Registration Number:	3522384	DANDRUFFSCALPCURE
Serial Number:	77551832	SUPERSMOOTH
Serial Number:	77525585	ESSENTIALREPAIR
Registration Number:	3512315	ROOTLIFT
Registration Number:	3545561	ZEROALCOHOL
Serial Number:	77407672	ZEROSULFATE
Serial Number:	77339694	DANDRUFFSCALPCURE
Serial Number:	77195508	SCALPCURE
Registration Number:	3389547	TAKEHOLD
Registration Number:	2835292	PUREVOLUME
Registration Number:	2805663	SHINEMAX
Registration Number:	2751238	COLOURMAX
Registration Number:	2796338	LONGER COLOUR LIFE GUARANTEED!
Registration Number:	2796337	LONGER LASTING HAIR COLOUR - GUARANTEED!
Registration Number:	2536743	
Registration Number:	2584925	TEXTURETWIST
Registration Number:	2560693	ZEROSULFATE
Registration Number:	2644157	PUREOLOGY SERIOUS COLOUR CARE
Registration Number:	2644156	POWERDRESSING
Registration Number:	2548624	ROOTLIFT
Registration Number:	2646935	INCHARGE
Registration Number:	2595771	PUREOLOGY
Serial Number:	77635606	ZEROMATTIFY

**CORRESPONDENCE DATA**

Fax Number: (212)984-5082

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Email: lgigliotti@us.loreal.com

Correspondent Name: Lisa M. Gigliotti

Address Line 1: 575 Fifth Avenue

Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	PURE
NAME OF SUBMITTER:	Lisa M. Gigliotti
Signature:	/Lisa M. Gigliotti/
Date:	01/09/2009
Total Attachments: 2 source=merger2#page1.tif source=merger2#page2.tif	

# Delaware

PAGE 1

*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

"PR HOLDING CORP.", A DELAWARE CORPORATION,  
WITH AND INTO "HOLDING COMPANY I, INC." UNDER THE NAME OF "HOLDING COMPANY I, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE TWENTY-THIRD DAY OF DECEMBER, A.D. 2008, AT 7:01 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2008, AT 11:57 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

2781891 8100M

081226989



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 7051884

DATE: 12-30-08

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

TRADEMARK  
REEL: 003915 FRAME: 0921

STATE OF DELAWARE  
CERTIFICATE OF MERGER OF  
DOMESTIC CORPORATIONS

Pursuant to Title 8, Section 251(c) of the Delaware General Corporation Law, the undersigned corporation executed the following Certificate of Merger:

FIRST: The name of the surviving corporation is Holding Company I, Inc.  
\_\_\_\_\_, and the name of the corporation being  
merged into this surviving corporation is PR Holding Corp.  
\_\_\_\_\_.

SECOND: The Agreement of Merger has been approved, adopted, certified, executed and acknowledged by each of the constituent corporations.

THIRD: The name of the surviving corporation is Holding Company I, Inc.  
\_\_\_\_\_ a Delaware corporation.

FOURTH: The Certificate of Incorporation of the surviving corporation shall be its Certificate of Incorporation.

FIFTH: The merger is to become effective on December 31, 2008 at 11:57 p.m.

SIXTH: The Agreement of Merger is on file at c/o L'Oreal USA, Inc. Attn: Legal Department  
575 Fifth Avenue, New York, NY 10017, the place of business  
of the surviving corporation.

SEVENTH: A copy of the Agreement of Merger will be furnished by the surviving corporation on request, without cost, to any stockholder of the constituent corporations.

IN WITNESS WHEREOF, said surviving corporation has caused this certificate to be signed by an authorized officer, the 23<sup>RD</sup> day of December, A.D.,  
2008.

By: Thomas Sarakatsannis  
Authorized Officer

Name: Thomas Sarakatsannis  
Print or Type

Title: Vice President and Secretary