# TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

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|---|---|
| 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

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|---|---|
| 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
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# Delaware



*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.

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

2781891 8100M

AUTHENTICATION: 7051884

081226989

DATE: 12-30-08

You may verify this certificate online at corp.delaware.gov/authver.shtml

State of Delaware
Secretary of State
Division of Corporations
Delivered 07:01 PM 12/23/2008
FILED 07:01 PM 12/23/2008
SRV 081226989 - 2781891 FILE

# 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 23RD day of December, A.D., 2008.

By: Thomas Sarakatsannis
Authorized Officer

Name: Thomas Sarakatsannis
Print or Type

Title: Vice President and Secretary