

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Robin Nedboy		04/15/2009	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	L'Oreal (UK) Limited		
Street Address:	255 Hammersmith Road		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	W6 8AZ		
Entity Type:	Private Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3045955	LA PARISIENNE	
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:	29172.00151 - LA PARISIEN		
DOMESTIC REPRESENTATIVE			
Name:	Robert L. Sherman		
Address Line 1:	75 East 55th Street		
Address Line 2:	Paul, Hastings, Janofsky & Walker LLP		

CH \$40.00 3045955

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:	04/15/2009
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Total Attachments: 2

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TRADEMARK ASSIGNMENT

This ASSIGNMENT is effective as of April 15, 2009, between Robin Nedboy, an individual with an address of 60 East 42nd Street, New York, NY 10165 (hereinafter "Nedboy"), and L'Oréal (UK) Limited, a United Kingdom private limited company with an address of 255 Hammersmith Road, W6 8AZ, London, United Kingdom ("L'Oréal").

WHEREAS, Nedboy represents that (i) she is the owner of all rights, title and interest in and to the trademark LA PARISIENNE used on and in connection with Non-medicated skin care preparations, namely, anti-aging cream, anti-wrinkle cream, astringent for cosmetic purposes, body cream, body emulsion, body lotion, body milk, body oil, body scrub, body spray, exfoliants for skin, eye cream, eye gel, facial cleanser, facial cream, facial emulsions, facial masks, facial scrub, hand cream, hand lotion, hand soap, moisturizing milks, non-medicated body soak, non-medicated foot cream, shower gel, skin clarifiers, skin cleansers, skin cleansing cream, skin cleansing lotion, skin conditioners, skin cream, skin emollients, skin lotion, skin masks, skin moisturizer, skin soap, skin toner, soap for cosmetic purposes; Shaving preparations, namely, shaving balm, shaving cream, shaving foam, shaving gel, shaving lotion, shaving soap, after-shave gel, after-shave lotion; Bath additives, namely, bath beads, bath crystals, bath foams, bath gels, bath milk, bath oils, bath pearls, bubble bath, non-medicated bath salts; Fragrances, namely, essential oils for personal use, potpourri, scented linen sprays, scented room sprays, perfume, eau de toilette; Non-medicated hair care preparations, namely, hair conditioners, hair dressings for men, hair emollients, hair gel, hair mousse, hair pomades, hair rinses, hair shampoo, hair spray, hair styling preparations; Household cleaning preparations, namely, dish detergents, laundry detergents, glass cleaning preparations, cleaner for use on countertops and the goodwill associated therewith, and is the owner of United States Trademark Registration No. 3,045,955 for said mark for said goods (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) Nedboy has the authority and right to make this assignment, and that the making of this assignment will not violate or interfere with the rights of any third party.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Nedboy hereby assigns absolutely to L'Oréal and its successors and assigns all of its right, 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. 3,045,955, and all common law rights in the Mark, as well as the right to commence an action for past or future infringement.

Nedboy undertakes that:

- (a) She will perform all acts and execute all documents necessary or desirable for further assuring the right, title and interest to the Mark in L'Oréal, including the corresponding goodwill, and to U.S. Registration No. 3,045,955, and will cooperate with L'Oréal to record this Assignment with the United States Patent and Trademark Office, if necessary;
- (b) She will not commit any act, matter or thing that may directly or indirectly challenge, prejudice or invalidate the Mark, its use or registration by L'Oréal, its successors and assigns, or this assignment to L'Oréal.



Robin Nedboy