

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Engelhard Lyon S.A.		07/01/2007	CORPORATION: FRANCE
RECEIVING PARTY DATA			
Name:	BASF Beauty Care Solutions France S.A.S.		
Street Address:	32, Rue Saint Jean de Dieu		
City:	Lyon		
State/Country:	FRANCE		
Postal Code:	69007		
Entity Type:	CORPORATION: FRANCE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78911430	BETAPUR	
CORRESPONDENCE DATA			
Fax Number:	(973)245-6703		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	USPTONotices@basf.com		
Correspondent Name:	BASF Corporation		
Address Line 1:	100 Campus Drive		
Address Line 4:	Florham Park, NEW JERSEY 07932		
ATTORNEY DOCKET NUMBER:	BETAPUR		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			
Address Line 4:			

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TRADEMARK

NAME OF SUBMITTER:	Michelle J. Burke
Signature:	/Michelle J. Burke/
Date:	06/25/2009
Total Attachments: 1 source=Engelhard_Lyon_to_BASF_BCS_FRANCE_SAS#page1.tif	

STATEMENT OF CHANGE OF NAME

1. I, Georges DESTRIAU, am a Directeur Général Délégué (Deputy General Manager) of BASF Beauty Care Solutions France SAS, formerly Engelhard Lyon SAS, having offices at 32, rue Saint Jean de Dieu, 69007 Lyon, France.
2. On 11th of June 2007 by resolutions of its shareholder meeting, Engelhard Lyon changed its name to BASF Beauty Care Solutions France SAS, 1st of July 2007 onwards.
3. The change of name was subsequently registered with the Greffe du Tribunal de Commerce in France. A copy of the registration for Engelhard Lyon SAS, dated June 16, 2007, and the subsequent registration for BASF Beauty Care Solutions France SAS, dated August 7, 2007, are attached hereto to evidence that Registration No. 333 802 767 RCS Lyon was changed to the name, BASF Beauty Care Solutions France SAS.

Dated: October 10th, 2007

By: 

Name: Georges DESTRIAU

Title: Directeur Général Délégué, BASF Beauty Care Solutions France SAS

Witnessed this ~~10th~~ day of October 2007:


Michelle J. BURKE