

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the Nature of Conveyance to Partial Assignment previously recorded on Reel 003794 Frame 0914. Assignor(s) hereby confirms the Assigns the Entire Interest and the Goodwill.		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
PEPUP S.A.		05/16/2008	CORPORATION: SWITZERLAND
<b>RECEIVING PARTY DATA</b>			
Name:	L'Oreal S.A.		
Street Address:	14, rue Royale		
City:	Paris		
State/Country:	FRANCE		
Postal Code:	75008		
Entity Type:	Societe Anonyme: FRANCE		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	2850102	BIOTIFUL	
<b>CORRESPONDENCE DATA</b>			
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 4:	New York, NEW YORK 10022		
<b>ATTORNEY DOCKET NUMBER:</b>	29172.00023 - BIOTIFUL		
<b>DOMESTIC REPRESENTATIVE</b>			
Name:	Robert L. Sheman		
Address Line 1:	75 East 55th Street		

CH \$40.00 2850102

**900143678**

**TRADEMARK  
 REEL: 004065 FRAME: 0378**

Address Line 2: Paul, Hastings, Janofsky & Walker LLP  
Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Robert L. Sherman
Signature:	/rts/
Date:	09/22/2009

Total Attachments: 3  
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<b>TRADEMARK ASSIGNMENT</b>
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Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
PEPUP S.A.		05/16/2008	Societe Anonyme:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	L'Oreal S.A.		
<b>Street Address:</b>	14, rue Royale		
<b>City:</b>	Paris		
<b>State/Country:</b>	FRANCE		
<b>Postal Code:</b>	75008		
<b>Entity Type:</b>	Societe Anonyme:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2850102	BIOTIFUL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)318-6847		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-318-6037		
<b>Email:</b>	rls@paulhastings.com		
<b>Correspondent Name:</b>	Robert L. Sherman		
<b>Address Line 1:</b>	75 East 55th Street		
<b>Address Line 2:</b>	Paul, Hastings, Janofsky & Walker LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10022		
<b>ATTORNEY DOCKET NUMBER:</b>	29172.00023 - BIOTIFUL		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	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

NAME OF SUBMITTER: Robert L. Sherman

Signature: /rls/

Date: 06/12/2008

Total Attachments: 1  
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**RECEIPT INFORMATION**

ETAS ID: TM117341  
Receipt Date: 06/12/2008  
Fee Amount: \$40

UNITED STATES OF AMERICA

DECLARATION OF  
PARTIAL ASSIGNMENT OF TRADEMARK  
RIGHTS

We, the undersigned

PEPUP S.A.  
Quai des Forces Motrices 14  
CH-1204 Geneva  
Switzerland

declare having assigned the rights and interests in and to

United States trademark registration 2,850,102

« BIOTIFUL »

for :

*all goods in international class 3 (hygienic products of biological origin, namely, hair care and coloring preparations, shampoos, deodorants, hair lotions, toothpastes),*

and

*all goods in international class 5 (all-purpose disinfectants; hygienic medicated products of biological origin, namely, medicated hair care and coloring preparations, medicated shampoos, medicated deodorants; dietary supplements, food supplements of biological origin)*

only,

to

L'OREAL S.A.  
14, rue Royale  
75008 PARIS  
France,

who accepts the partial Assignment for good and valuable consideration without any restrictions and with all rights and obligations deriving therefrom.

Place Geneva Date May 16, 2008  
for PEPUP S.A.

Place Paris Date May 29, 2008  
for L'OREAL S.A.

name: Eric RISGALLA  
position: President & CEO

name: José MONTEIRO  
position: Director of Trademark  
Department