

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Kabushiki Kaisha Kanebo Keshohin (Kanebo Cosmetics Inc.)		01/15/2010	CORPORATION: JAPAN

RECEIVING PARTY DATA

Name:	Kao Kabushiki Kaisha (ata Kao Corporation)
Street Address:	14-10, Nihonbashi Kayabacho 1-chome
City:	Chuo-ku, Tokyo 103-8210
State/Country:	JAPAN
Entity Type:	CORPORATION: JAPAN

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	3268818	SENSAI PREMIER
Registration Number:	3107258	SENSAI CELLULAR PERFORMANCE ADVANCED RECOVERY CONCENTRATE CELL-REFINING CREAM

CORRESPONDENCE DATA

Fax Number: (202)721-8200
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 202-721-8200
 Email: wlp@wenderoth.com
 Correspondent Name: Wenderoth, Lind & Ponack, L.L.P.
 Address Line 1: 1030 15th Street, N.W.
 Address Line 2: Suite 400 East
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20005-1503

ATTORNEY DOCKET NUMBER: TM09-175

DOMESTIC REPRESENTATIVE

Name: Wenderoth, Lind & Ponack, L.L.P.

900152535

**TRADEMARK
 REEL: 004134 FRAME: 0316**

OP \$65.00 3268818

Address Line 1: 1030 15th Street, N.W.

Address Line 2: Suite 400 East

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005-1503

NAME OF SUBMITTER:

Ray Thomas, Jr.

Signature:

/Ray Thomas/

Date:

01/20/2010

Total Attachments: 1

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ASSIGNMENT AGREEMENT

Whereas,

Kabushiki Kaisha Kanebo Keshohin (Kanebo Cosmetics Inc.), a corporation of Japan, 11-2, Toranomom 5-chome, Minato-ku, Tokyo 105-8085, Japan ("ASSIGNOR")

is the current owner of U.S. Trademark Registration Nos.: 3,268,818 (July 24, 2007); 3,107,258 (June 20, 2006);

Whereas,

Kao Kabushiki Kaisha (ata Kao Corporation), a corporation of Japan, 14-10, Nihonbashi Kayabacho 1-chome, Chuo-ku, Tokyo 103-8210, Japan ("ASSIGNEE")

is desirous of acquiring said marks and the registrations thereof;

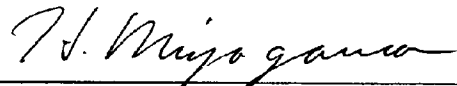
Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto the said ASSIGNEE all right, title, goodwill and the business symbolized by the marks, and the above-identified registrations thereof.

Kabushiki Kaisha Kanebo Keshohin
(Kanebo Cosmetics Inc.)

Jan. 15, 2010

Date

Signature



Name Hiroyuki Miyagawa

Title Group Manager, Trademark Group