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O:ROBERT L. SHERMAN COMPANY:75 EAST 55TH STREET

TRADEMARK ASSIGNMENT

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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
L'Oreal			08/09/2010
			Societe Anonyme: FRANCE
RECEIVING PARTY DATA			
Name:		Laboratoire Garnier & Cie	
Composed Of:		COMPOSED OF Patrick Rabain, a citizen of France; Pinhas Franklin Berrebi, a citizen of France; L'Oreal, a societe anonyme organized under the laws of France; and Hoidial, a societe en nom collectif organized under the laws of France	
Street Address:		281, Rue Saint Honore	
City:		Paris	
State/Country:		FRANCE	
Postal Code:		75008	
Entity Type:		Societe en Nom Collectif: FRANCE	
PROPERTY NUMBERS Total: 1			
Property Type		Number	Word Mark
Registration Number:		2876307	NUTRI-PURE
CORRESPONDENCE DATA			
Fax Number:		(212)318-6647	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:		2123186037	
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:		28172.00019 - NUTRI-PURE	
DOMESTIC REPRESENTATIVE			

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C:\ROBERT L. SHERMAN COMPANY:75 EAST 55TH STREET

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
NAME OF SUBMITTER:	Robert L. Sherman
Signature:	/rls/
Date:	08/09/2010
Total Attachments: 1 source=NUTRI-PURE Assignment#page1.tif	

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O:ROBERT L. SHERMAN COMPANY:75 EAST 55TH STREET

TRADEMARK ASSIGNMENT


This ASSIGNMENT is effective as of August 9, 2010 between L'Oreal, a French societe anonyme, located at 14 Rue Royale, Paris, France 75008 (hereinafter "L'Oreal"), and Laboratoire Garnier & Cie, a French societe en nom collectif with a place of business at 281, Rue Saint Honore, Paris, France 75008 ("Garnier").

WHEREAS, L'Oreal is the owner of all rights, title and interest in and to the mark NUTRI-PURE, which is the subject of United States Trademark Registration No. 2,876,307 for facial cleanser, toner (hereinafter the "Mark").

NOW, THEREFORE, in consideration of the sum of US One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is acknowledged by L'Oreal, L'Oreal hereby assigns to Garnier and its successors and assigns all of its right, title and interest in the Mark, together with the goodwill of the business associated with, corresponding to, symbolized by and embodied in said Mark, including Trademark Registration No. 2,876,307, as well as the right to commence an action for past or future infringements.

L'Oreal undertakes that it will do all acts and execute all documents necessary or desirable for further assuring the right, title and interest of Garnier to the Mark, corresponding goodwill and Registration No. 2,876,307, including to cooperate with Garnier to record this Agreement with the United States Patent and Trademark Office.

L'Oreal

By: 
Title: Chief Trademark Counsel
Date: August 9, 2010

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