

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	Entity Type
Christianne E. Schelling		12/29/2010	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	L'Oreal		
Street Address:	14 Rue Royale		
City:	Paris		
State/Country:	FRANCE		
Postal Code:	75008		
Entity Type:	A French societe anonyme: FRANCE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2515520	HAIRCEUTICALS	
CORRESPONDENCE DATA			
Fax Number:	(212)984-5082		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-984-4177		
Email:	lgigliotti@us.loreal.com		
Correspondent Name:	Lisa M. Gigliotti		
Address Line 1:	575 Fifth Avenue		
Address Line 2:	34th Floor		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:		HAIRCEUTICALS	
DOMESTIC REPRESENTATIVE			
Name:	PAUL, HASTINGS, JANOFSKY & WALKER LLP		
Address Line 1:	75 EAST 55TH STREET		
Address Line 4:	New York, NEW YORK 10022		

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NAME OF SUBMITTER:	Lisa M. Gigliotti
Signature:	/Lisa M. Gigliotti/
Date:	12/30/2010
Total Attachments: 2 source=HSscan#page1.tif source=HSscan#page2.tif	

TRADEMARK ASSIGNMENT

This assignment from Christianne E. Schelling, a United States individual, residing at 44795 South Fork Drive, Three Rivers, California 93271, and having P.O. Box 58, Three Rivers, California 93271 ("Schelling"), to L'Oréal, a French société anonyme, located at 14 rue Royale, Paris 75008, France ("Assignee").

WHEREAS, Schelling represents that she is the sole and exclusive owner of all rights, title and interest in and to the trademark HAIRCEUTICALS in the United States, used on and in connection with hair care products, and the goodwill associated therewith, all common law rights therein, and is the owner of United States Trademark Registration No. 2,515,520 for said mark for hair care products, namely, shampoos, conditioners, hair styling gels, preparations, lotions and sprays, as well as the domain name registrations www.hairceuticals.com, www.hairceuticals.net, www.hairceuticals.org, www.hairceuticals.info, www.hairceuticals.biz and www.hairceuticals.us (collectively, the "Mark"); and

WHEREAS, Assignee wishes to acquire from Schelling, and Schelling wishes to assign to Assignee, all of Schelling's rights, title and interest in and to the Mark, and the goodwill represented thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Schelling, the parties intending to be legally bound, agree as follows:

1. Schelling assigns absolutely and irrevocably to Assignee and its successors and assigns all of her rights, title and interest in and to the Mark, including all common law rights, the goodwill of the business symbolized by said Mark, United States Trademark Registration No. 2,515,520, the domain name registrations www.hairceuticals.com, www.hairceuticals.net, www.hairceuticals.org, www.hairceuticals.info, www.hairceuticals.biz and

www.hairoceuticals.us, and the right to commence an action and recover for past, present and future infringements of the Mark.

2. Schelling represents and warrants that:

(a) No claim has been asserted against her that use of the Mark does or may violate the rights of any third person and, to the best of Schelling's knowledge, there are no claims that the Mark infringes the trademark rights of others in the United States;

(b) Neither Schelling nor any company with which she is affiliated has encumbered the Mark or made the Mark the subject of any liens, charges and encumbrances, other than the assignment created by this Trademark Assignment; and

(c) There are no outstanding or active license agreements, coexistence agreements or consent agreements entered into by Schelling or any company with which she is affiliated with any third parties relating to the Mark and no assignment agreements relating to the Mark.

CHRISTIANNE E SCHELLING

Christianne E Schelling
Signature

Dated: December 29, 2010

STATE OF CALIFORNIA)
) SS.
COUNTY OF)

On DEC. 29, 2010, before me, the undersigned notary public in and for said state, personally appeared Christianne E. Schelling, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is identified above and who executed the above Trademark Assignment and acknowledged to me that she signed the same.

WITNESS my hand and official seal.

Signature Anne C. Lang (Seal)
Notary Public

