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Patent and Trademark Office

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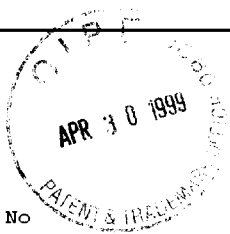
To the Honorable Commissioner of Patents and Trademarks:
Please record the attached original documents or copy thereof.

ATTN. BOX ASSIGNMENTS

1. Name of conveying party(ies):

Vincent DE LAFORCADE

Additional name(s) of conveying party(ies) attached? Yes No



2. Name and address of receiving party(ies):

Name: L'Oréal S.A.

Internal Address: _____

Street Address: 14, Rue Royale

75008 Paris, France

City: _____

State: _____

ZIP: _____

Additional name(s) & address(es) attached?

Yes No

3. Nature of conveyance:

Assignment Merger

Security Agreement Change of Name

Other _____

Execution Date: March 3, 1999

4. Application number(s) or patent numbers(s):

If this document is being filed together with a new application, the execution date of the application is: _____

A. Patent Application No.(s)

B. Patent No.(s)

09/249,072

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Thomas L. Irving

Internal Address: FINNEGAN, HENDERSON,

FARABOW, GARRETT & DUNNER, L.L.P.

Street Address: 1300 I Street, NW

City: Washington, D.C.

State: _____

ZIP: 20005

6. Total number of applications and patents involved 1

7. Total fee (37 CFR 3.41): \$ 40.00

Enclosed

deposit account

8. Deposit account number: 06-0916

05/03/1999 MDRMI 00000002 03249072

05-FC-581

40.00 fee

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Michele C. Bosch

Name of Person Signing

Michele C. Bosch
Signature

April 30, 1999

Date

Total number of pages including cover sheet, attachments and document: 3

ASSIGNMENT

WHEREAS, I/We, the below named inventor(s), (hereinafter referred to as Assignor(s)), have made an invention entitled:

APPLICATOR, SYSTEM, AND METHOD FOR APPLYING A HAIR PRODUCT TO HAIR

for which I/We executed an application for United States Letters Patent concurrently herewith or filed an application for United States Letters Patent on February 12, 1999
(Serial No. _____ (to be filled in by Applicant's representative when known)); and

WHEREAS, L'ORÉAL S.A., a corporation of France whose post office address is 14, rue Royale, 75008 Paris, France (hereinafter referred to as Assignee), is desirous of securing the entire right, title, and interest in and to this invention, the application for United States Letters Patent on this invention and the Letters Patent to be issued upon this application;

NOW THEREFORE, be it known that, for good and valuable consideration the receipt of which from assignee is hereby acknowledged, I/We, as Assignor(s), have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the assignee, its lawful successors and assigns, my/our entire right, title, and interest in and to this invention and this application, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof; and I/We hereby authorize and request the Commissioner of Patents and Trademarks of the United States to issue all Letters Patent for this invention to assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, I/WE HEREBY further covenant and agree that I/We will, without further consideration, communicate with assignee, its successors and assigns, any facts known to me/us respecting this invention and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver all papers that may be necessary or desirable to perfect the title to this invention in said assignee, its successors and assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States, it being understood that any expense incident to the execution of such papers shall be borne by the assignee, its successors and assigns.

AND, I/WE HEREBY authorize and request the attorneys I/We have empowered in the Declaration and Power of Attorney in this application, to insert here in parentheses (Application No. _____, filed February 12, 1999) the application number of said application when known.

IN TESTIMONY WHEREOF, I/We have hereunto set our hand(s).

Full Name of Sole or First Assignor Vincent DE LAFORCADE	Assignor's Signature <i>Vincent de Laforcade</i>	Date <i>3 March 1999</i>
Address 3, Allée des Bleuets, 78120 RAMBOUILLET, FRANCE	Citizenship French	

FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, L.L.P.