

12-13-1999



12/3/99

101220700

To the Honorable Commissioner of Patents and Trademark: Please record the attached documents or copy them.

1. Name of conveying party(ies):

Beate Fröhling

Additional name(s) of conveying party(ies) attached? yes no

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

Name: Goldwell GmbH

Address: Zerninstrasse 10-18
64297 Darmstadt, Germany

City: State: ZIP:

Additional name(s) & address(es) attached? yes no

10525 U.S. PTO
09/453683
1278373

3. Nature of conveyance:

 Assignment Merger

 Security Agreement Change of Name

 Other _____

Execution Date: Nov. 24, 1999

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

If this document is being filed together with a new application, the execution date of the application is: Nov. 24, 1999

A. Patent Application No.(s) B. Patent No.(s)

Additional numbers attached? yes no

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

Name: Bruce S. Londa
Internal Address: Londa and Traub LLP
Street Address: 20 Exchange Place, 37th Floor
City: New York State: New York ZIP: 10005

6. Total number of applications and patents involved:
1

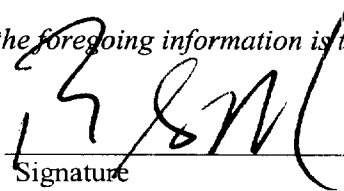
7. Total fee (37 CFR 3.41)..... \$ 40.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: 04-2216

(attach duplicate copy of this page if paying by deposit account)

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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.

Bruce S. Londa  Nov 3, 1999
Name of Person Signing Signature Date
(PTO Reg. No. 33,531)

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

ASSIGNMENT

Serial No. _____

Filed _____

WHEREAS, _____

Insert Name(s)
of Inventor(s)

Dr. Beate Fröhling

Philippshöhe 1

64625 Bensheim

Insert Title
of Invention

(hereinafter designated as the undersigned) has (have) invented certain new and useful improvements in _____

Process for the Preparation of a Composition for the

Dyeing of Human Hair

for which an application for Letters Patent of the United States of America has been executed by the undersigned

Insert Date
of Signing of
Application

on November 24, 1999 ; and

WHEREAS, _____

Insert Name
of Assignee

Goldwell GmbH

Insert Address
of Assignee

of Zerninstr. 10-18

64297 Darmstadt, Germany

its heirs, successors, legal representatives and assigns (hereinafter designated as the Assignee) is desirous of acquiring the entire right, title and interest in and to said invention and in and to any Letters Patent(s) that may be granted therefor in the United States of America;

NOW THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) to the undersigned in hand paid, the receipt of which is hereby acknowledged, and other good and valuable consideration, the undersigned has (have) sold, assigned and transferred, and by these presents do sell, assign and transfer unto said Assignee the full and exclusive right to the said invention in the United States of America and its territories, dependencies and possessions and the entire right, title and interest in and to any and all Letters Patent(s) which may be granted therefor in the United States of America and its territories, dependencies and possessions, and in and to any and all divisions, reissues, continuations and extensions thereof for the full term or terms for which the same may be granted.

The undersigned agree(s) to execute all papers necessary in connection with this application and any continuing, divisional or reissue applications thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient.

The undersigned agree(s) to execute all papers necessary in connection with any interference which may be declared concerning this application or continuation, division or reissue thereof or Letters Patent(s) or reissue patent issued thereon and to cooperate with the Assignee in every way possible in obtaining and producing evidence and proceeding with such interference.

The undersigned agree(s) to execute all papers and documents and to perform any act which may be necessary in connection with claims or provisions of the International Convention for the Protection of Industrial Property or similar agreements.

The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent(s) to the Assignee and to vest all rights therein hereby conveyed to said Assignee as fully and entirely as the same would have been held by the undersigned if this Assignment and sale had not been made.

The undersigned hereby authorize(s) and request(s) the Commissioner of Patents and Trademarks to issue any and all Letters Patents of the United States of America resulting from said application or any division or divisions or continuing or reissue applications thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) the full right to convey the entire interest herein assigned, and that he has (they have) not executed, and will not execute, any agreement in conflict herewith.

The undersigned hereby grant(s) the law firm of Birch, Stewart, Kolasch and Birch the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the U. S. Patent and Trademark Office for recordation of this document.

In witness whereof, executed by the undersigned on the date(s) opposite the undersigned name(s).

Date November 24, 1999 Name of Inventor Beate Färlög (SEAL)
(signature)

Date _____, Name of Inventor _____ (SEAL)
(signature)

Date _____, Name of Inventor _____ (SEAL)
(signature)

Date _____, Name of Inventor _____ (SEAL)
(signature)

Date _____, Name of Inventor _____ (SEAL)
(signature)

(This assignment should preferably be acknowledged before a United States Consul or Notary Public. If not, then the execution by the Inventor(s) should be witnessed by at least two other persons who sign here.)

Witness Michael P. Utter

Witness [Signature]

Witness _____