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FORM PTO 1595
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RECORD

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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office
Atty. Docket No.: 05725.1318-00000
Atty. Customer No. 22,852

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):

Chrystal POURILLE-GRETHEN and Grégory PLOS

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: August 11, 2004 and July 20, 2004

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)

10/814,338

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

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.

09/22/2004 NBETACHE 00000214 10814338

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40.00 DP

Deborah M. Sharfman - Reg. No. 52,211
Name of Person Signing

Deborah M. Sharfman
Signature

September 17, 2004
Date

Total number of pages including cover sheet, attachments and document: 4

ASSIGNMENT

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

A METHOD OF DYEING HUMAN KERATIN MATERIALS WITH A LIGHTENING EFFECT WITH COMPOSITIONS COMPRISING AT LEAST ONE FLUORESCENT DYE AND AT LEAST ONE AMPHOTERIC OR NONIONIC SURFACTANT, COMPOSITION THEREOF, PROCESS THEREOF, AND DEVICE THEREFOR

for which I/We executed an application for United States Letters Patent concurrently herewith or filed an application for United States Letters Patent on April 1, 2004 (Application No. 10/814,338 (to be filled in by Applicants' 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 provisional application, U.S. Provisional Application No. 60/468,106, filed May 6, 2003; 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. 10/814,338, filed April 1, 2004) the application number of said application when known.

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

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

Full Name of Sole or First Assignor Chrystel POURILLE-GRETHEN	Assignor's Signature <i>Chrystel Pourille Grethen</i>	Date 2004 / 08 / 11
Address 6, place de la République, 92110 Clichy, FRANCE		Citizenship French
Full Name of Second Assignor Grégory PLOS	Assignor's Signature <i>Grégory Plos</i>	Date 2004 / 07 / 20
Address 5 passage du Chemin Vert, 75011 Paris, FRANCE		Citizenship French

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