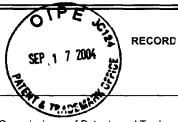
FORM PTO 1595 Rev. 6-93



09-23-2004 102842303

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.

Please record the attached original documents or copy thereof.	ATTN. BOX ASSIGNMENTS
1. Name of conveying party(ies): Chrystel POURILLE-GRETHEN and Grégory PLOS Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No 3. Nature of conveyance: ☒ Assignment ☐ Merger ☐ Security Agreement ☐ Change of Name Other Execution Date:	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 X No
4. Application number(s) or patent numbers(s): If this document is being filed together with a new application, the exect A. Patent Application No.(s) B. Patent No.(s) 10/814,338 Additional numbers a	cution date of the application is:
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 Street, NW City: Washington, D.C. State: ZIP: 20005	6. Total number of applications and patents involved _1
722/2004 NGETACHE 00000214 10814338 FC:8021 Deborah M. Sharfman - Reg. No. 52,211 Name of Person Signing Signature	e and correct and any attached copy is a true copy of the original document. September 17, 2004 Date Sheet, attachments and document:4

Attorney Docket No.: 05725.1318-00000

SOLE/JOINT INVENTION

(U.S. Rights Only)

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 <u>April 1, 2004</u> (Application No. <u>IO/SI4, 338</u> (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.

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

PATENT REEL: 015796 FRAME: 0959

RECORDED: 09/17/2004

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	Date
Address 6, place de la République, 92110 Clichy, FRANCE		Citizenship French
Full Name of Second Assignor Grégory PLOS	Assignor's Signature	Date 2004/07-20
Address 5 passage du Chemin Vert, 75011 Paris, FRANCE		Citizenship

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

PATENT REEL: 015796 FRAME: 0960