

05-25-2005



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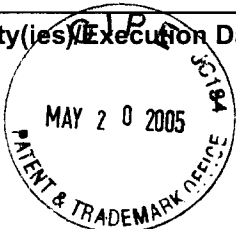
Docket No.: A36428 (070284.0652)

103009480

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies) Execution Date(s):

Sabine Martinez



Execution Date(s) 05/04/2005

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

2. Name and address of receiving party(ies)

Name: L'OREAL USA CREATIVE, INC.

Internal Address: _____

Street Address: 575 Fifth Avenue

City: New York

State: New York

Country: United States Zip: 10017-2450

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other _____

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)

29/218,531

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: Baker Botts L.L.P.

Internal Address: _____

Street Address: 30 Rockefeller Plaza, 44th Floor

City: New York

State: New York Zip: 10112

Phone Number: 212-408-2500

Fax Number: 212-408-2501

Email Address: _____

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 02-4377

Authorized User Name Baker Botts L.L.P.

9. Signature:

Signature

05/17/2005

Date

Robert C. Scheinfeld

Name of Person Signing

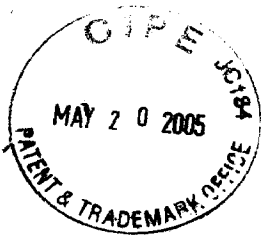
Total number of pages including cover sheet, attachments, and documents:

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

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ASSIGNMENT

WHEREAS, I, SABINE MARTINEZ, a citizen of the UNITED STATES, residing in NEW YORK, County of NEW YORK, State of NEW YORK, whose post office address is 169 WEST 80th STREET, NEW YORK, NEW YORK 10024, have created and invented a new, original and ornamental design as set forth and described in application for Design Letters Patent of the United States entitled "CONTAINER"; and

WHEREAS, L'OREAL USA CREATIVE, INC., a corporation organized and existing under the laws of the State of Delaware, and having an office for the transaction of business at 575 Fifth Avenue, New York, New York 10017-2450, is desirous of acquiring the entire right, title and interest in and to said design and any improvements thereon, and in and to the said application for Design Letters Patent therefor, and any Design Letters Patent which may be obtained therefor;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, BE IT KNOWN, that I, the said SABINE MARTINEZ, for and in consideration of the sum of One Dollar (\$1.00), lawful money of the United States, to me in hand paid by said L'OREAL USA CREATIVE, INC., and other valuable considerations unto me moving from said L'OREAL USA CREATIVE, INC., at or before the ensealing and delivery of these presents, the receipt of which is hereby acknowledged, have sold, assigned, transferred and conveyed and by these presents do sell, assign, transfer and convey, unto said L'OREAL USA CREATIVE, INC., its successors and assigns, the entire right, title and interest in and to the said design as set forth and described in application for Design Letters Patent of the United States entitled "CONTAINER", executed concurrently herewith, and any and all improvements thereon, and in and to said application and any division, continuation or continuation-in-part thereof, and in and to any Design Letters Patent of the United States which may be issued on any of said applications, and any reissues thereof, and in and to any and all applications for Design Registrations filed in foreign countries for said invention or improvements including all priority rights, and any and all Design Registrations which may be granted in foreign countries therefor, TO HAVE AND TO HOLD THE SAME to the full end of the term or terms for which any and all said Design Letters Patent and Design Registrations may be granted;

AND I, the said SABINE MARTINEZ, do hereby authorize and request the Commissioner of Patents and Trademarks to issue the said Letters Patent of the United States to said L'OREAL USA CREATIVE, INC., as the assignee of the entire right, title and interest in and to the same, for the sole use and benefit of said L'OREAL USA CREATIVE, INC., its successors and assigns;

AND I, the said SABINE MARTINEZ, for the considerations aforesaid, do hereby covenant and agree to and with said L'OREAL USA CREATIVE, INC., its successors and assigns, that we have the full power to make this assignment, and that the rights assigned are not encumbered by any grant, license or right heretofore given, and that I, my executor or

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Administrator, shall and will do all lawful acts and things and make, execute and deliver without further compensation, any and all other instruments in writing, further applications, papers, affidavits, powers of attorney, assignments, and other documents which, in the opinion of counsel for said L'OREAL USA CREATIVE, INC., its successors and assigns, may be required or necessary more effectively to secure to and vest in said L'OREAL USA CREATIVE, INC., its successors and assigns, the entire right, title and interest in and to said design and improvements, applications, Design Letters Patent, Design Registrations, rights, titles, benefits, privileges, and advantages hereby sold, assigned, transferred and conveyed.

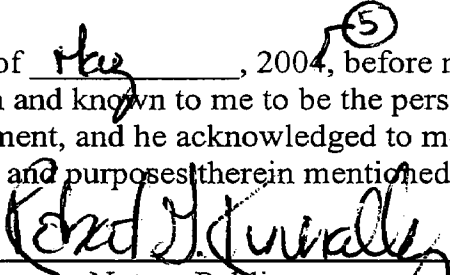
IN WITNESS WHEREOF, I, the said SABINE MARTINEZ, have hereunto set my hand and seal on the date below written.



SABINE MARTINEZ

STATE OF NEW YORK)
) : ss.:
COUNTY OF New York)

BE IT KNOWN, that on this 4th day of May, 2004, before me personally came SABINE MARTINEZ, to me known and known to me to be the person mentioned in and who executed the foregoing assignment, and he acknowledged to me that he executed the same as his free act and deed for the use and purposes therein mentioned.



Notary Public

ROBERT G. KINNALLY
Notary Public, State of New York
No. 02KI6050358
Qualified in New York County
Commission Expires Nov. 06, 2006