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COVER SHEET



U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office
Atty. Docket No.: 05725.1829-00000
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

3.25.10

1. Name of conveying party(ies):

Frédéric SIMONET and Leïla HERCOUET

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: January 27, 2010 and January 28, 2010

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)

12/642,473

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: 901 New York Avenue, NW

City: Washington, D.C.

State: _____ ZIP: 20001-4413

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.

Mark D. Sweet - Reg. No. 41,469
Name of Person Signing

Signature

03/29/2010 NJAMA1 00000021 12642473
01 FC:0021 40.00 OF
March 25, 2010
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:

**PROCESS FOR LIGHTENING KERATIN MATERIALS USING AN ANHYDROUS COMPOSITION
COMPRISING AT LEAST ONE FATTY SUBSTANCE AND AT LEAST ONE ALKALINE AGENT, AND AT
LEAST ONE OXIDIZING COMPOSITION**

for which I/We executed an application for United States Letters Patent concurrently herewith or filed an application for United States Letters Patent on December 18, 2009 (Application No. 12/642,473 (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. 61/147,841, filed January 28, 2009; 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. 12/642,473, filed December 18, 2009) the application number of said application when known.

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

PATENT

REEL: 024157 FRAME: 0763

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

Full Name of Sole or First Assignor Frédéric SIMONET	Assignor's Signature <i>Frédéric Simonet</i>	Date <i>27 January 2010</i>
Address 5 place de la République, 92110 Clichy, FRANCE		Citizenship France
Full Name of Second Assignor Leïla HERCOUET	Assignor's Signature <i>Leïla Hercouet</i>	Date <i>January 28th 2010</i>
Address 20 bis avenue de Rosny, 93360 Neuilly Plaisance, FRANCE		Citizenship Algeria

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

PATENT