

07-03-2000



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TRADEMARK

RECORDATION PRACTICE
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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year _____
- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name Lady Burd Exclusive Cosmetics, Inc.

02242000

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization New York

Receiving Party

Mark if additional names of receiving parties attached

Name Revlon Consumer Products Corporation

DBA/AKA/TA _____

Composed of _____

Address (line 1) 625 Madison Avenue

Address (line 2) _____

Address (line 3) New York New York 10022
City State/Country Zip Code

- Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization Delaware

06/30/2000 DNGUYEN 00000194 1A1075 75726138

FOR OFFICE USE ONLY

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Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

REEL: 002095 FRAME: 0145

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

(212) 527-5655

Name

Arch M. Ahern - Assistant Secretary

Address (line 1)

625 Madison Avenue

Address (line 2)

New York, New York 10022

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

2

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

75/726,138		

Number of Properties

Enter the total number of properties involved.

#

1

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Amount Due

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

18-1075

Authorization to charge additional fees:

Yes

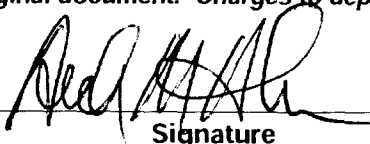
No

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. Charges to deposit account are authorized, as indicated herein.

Arch M. Ahern

Name of Person Signing



Signature

May 19, 2000

Date Signed

ASSIGNMENT

WHEREAS, Lady Burd Exclusive Cosmetics, Inc., a New York corporation, located and doing business at 44 Executive Boulevard, Farmingdale, New York 11735 (hereinafter "ASSIGNOR"), is the owner of the mark LIQUID LIPS for lip gloss and Trademark Application Serial No. 75/726,138, for said mark, filed in the United States Patent and Trademark Office on June 7, 1999 (hereinafter the "MARK"); and

WHEREAS, Revlon Consumer Products Corporation, a Delaware corporation located and doing business at 625 Madison Avenue, New York, New York 10022 (hereinafter "ASSIGNEE"), is desirous of acquiring any of the rights, title and interest that ASSIGNOR may have in, to and under the MARK, together with the goodwill of the business associated with the MARK, pursuant to an Agreement dated as of February 21, 2000, among ASSIGNOR and ASSIGNEE (hereinafter "AGREEMENT");

NOW, THEREFORE, in consideration of the mutual covenants set forth in the AGREEMENT, ASSIGNOR hereby transfers and assigns to ASSIGNEE any of the rights, title and interest ASSIGNOR may have in and to the MARK, together with the goodwill of the business associated with the MARK and the United States application therefor; and

ASSIGNOR does also hereby sell, assign, transfer and set over unto ASSIGNEE, its successors, legal representatives and assigns all claims for damages by reason of past infringement of the MARK and the right to sue for and collect the same for its own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives; and

ASSIGNOR further authorizes the Commissioner of Patents and Trademarks of the United States, whose duty it is to record trademark registrations, applications and title thereto, to record the MARK and title thereto as the property of the ASSIGNEE, its successors, legal representatives and assigns in accordance with the terms of this instrument.

IN WITNESS WHEREOF, ASSIGNOR has executed this instrument on this 24th day of February, 2000.

LADY BURD EXCLUSIVE COSMETICS, INC.

By: Roberta Burd
Name: Roberta Burd
Title: President

STATE OF New Jersey)
 Union) ss.:
COUNTY OF Union)

On the 24th day of February 2000, before me personally came Roberta Burd, to me known, who being by me duly sworn, did depose and say that she holds the office of President of LADY BURD EXCLUSIVE COSMETICS, INC., the assignor described in and which executed the foregoing instrument, and that she was duly authorized to execute this Assignment on behalf of said corporation.

Donna M. F. Steitz
Notary Public

DONNA M. F. STEITZ
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires July 2, 2004