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01-19-2001
U.S. Patent & TMO/TM Mail Rcpt Dt. #26

1-19-01

TO THE HONORABLE COMMISSIONER OF PATENTS AND TRADEMARKS

Please record the attached original documents or copy thereof.

1. Name of Conveying Party:

Noxell Corporation
Maryland Corporation

2. Name and Address of Receiving Party:

L'Oreal USA Creative, Inc.
575 Fifth Avenue
New York, New York 10017
Delaware Corporation

3. Nature of Conveyance: Assignment
Execution Date: November 28, 2000

4. Trademark Application Registration No.: 1,983,011.

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

Lisa M. Gigliotti, Esq.
L'Oreal USA Creative, Inc.
575 Fifth Avenue
New York, New York, 10017

Total number of registrations/applications involved: 1

Total Fee (37 CFR § 3.41): \$40.00 Check No. 784274 is attached.

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.

Dated: January 17, 2001

Lisa M. Gigliotti

Total: Two pages

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ASSIGNMENT OF REGISTRATION MARK

WHEREAS, the Assignor, **NOXELL CORPORATION** 11050 York Road, Hunt Valley, Maryland (U.S.A.)

has adopted and is using the mark(s) listed below which is/are registered in the United States Patent and Trademark Office :

MARK NON STOP EYE ENHANCERS **Reg. n°** 1.983.011 **Reg. Date** June 25, 1996

WHEREAS, the Assignee, **L'OREAL USA CREATIVE, INC.** 575 Fifth Avenue, New York , New York 10017 (U.S.A.)

is desirous of acquiring said mark(s) and the registration(s) thereof ;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said NOXELL CORPORATION the Assignor, does hereby assign unto L'OREAL USA CREATIVE, INC.the Assignee, all right, title,and interest in and to the said mark(s) in the United States, together without good will of the business symbolized by the mark(s) and the above identified registration(s) thereof.

Date : 11/28/00

By : 
Assignor