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ET U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

101744690

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Graham Webb International Limited Partnership

- Individual(s) Association General Partnership Limited Partnership Corporation-State Other

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: May 18, 2001

2. Name and address of receiving party(ies)

Name: Clairol Incorporated

Internal

Address:

Street Address: 345 Park Avenue

City: New York State: NY Zip: 10154

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Delaware Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

(2001326)

Additional number(s) attached Yes No

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

Name: Gabriela Ullrich-Brown

Internal Address:

Bristol-Myers Squibb Company

Street Address: 345 Park Avenue

City: New York State: NY Zip: 10154

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41): \$40.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

03-2065

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

Gabriela Ullrich-Brown

Name of Person Signing

Gabriela Ullrich-Brown

Signature

May 31, 2001

Date

3

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

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

06/11/2001 TDIAZ1 00000025 032065 2001326 01 FC:481 40.00 CH

TRADEMARK REEL: 002311 FRAME: 0479

EXHIBIT B

ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, Graham Webb International Limited Partnership ("Assignor") a limited partnership organized and existing under the laws of Minnesota, having a place of business at 804 Valley Park Drive, Shakopee, Minnesota 55379, is the owner of the mark INTENSIVES ("Mark"), and owns U.S. Registration No. 2,001,326 for the Mark;

WHEREAS, Assignor has adopted and used the Mark on certain of its products;

WHEREAS, Clairol Incorporated ("Assignee"), a Delaware corporation, having a business address of 345 Park Avenue, New York, New York 10154-0004, is desirous of acquiring Mark, and all common law rights associated with said Mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, and transfer to Assignee all right, title, and interest in and to the Mark anywhere in the world, including but not limited to any foreign registrations or applications, together with the goodwill associated with the Mark. Such assignments include all claims against others for profits and damages and other legal or equitable relief available to Assignor by reason of past and/or current infringement or dilution, deceptive trade practices, or unfair competition involving the Mark.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed by its duly authorized officer.

GRAHAM WEBB INTERNATIONAL
LIMITED PARTNERSHIP

Date: 5/18/01

By: Thomas P. Baumann

Name: THOMAS P. BAUMANN

Title: CFO

ALL-PURPOSE ACKNOWLEDGMENT

State of California }
County of SAN DIEGO } SS.

On 5-18-01 before me, GAIL ANN MCNEAL,
(DATE) (NOTARY)
personally appeared THOMAS BAUMANN
SIGNER(S)

personally known to me - OR- proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

Gail Ann McNeal
NOTARY'S SIGNATURE

OPTIONAL INFORMATION

The information below is not required by law. However, it could prevent fraudulent attachment of this acknowledgment to an unauthorized document.

CAPACITY CLAIMED BY SIGNER (PRINCIPAL)

- INDIVIDUAL
- CORPORATE OFFICER
- _____ TITLE(S)
- PARTNER(S)
- ATTORNEY-IN-FACT
- TRUSTEE(S)
- GUARDIAN/CONSERVATOR
- OTHER: _____

DESCRIPTION OF ATTACHED DOCUMENT

TITLE OR TYPE OF DOCUMENT

NUMBER OF PAGES

DATE OF DOCUMENT

OTHER

SIGNER IS REPRESENTING:
NAME OF PERSON(S) OR ENTITY(IES)

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OF
SIGNER

