

11-22-1999

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U.S. DEPARTMENT OF COMMERCE

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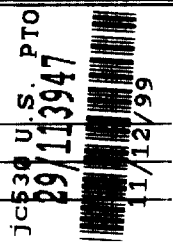
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To the Honorable Commissioner of Patents and

original documents or copy thereof.

1. Name of conveying party(ies): Ellen Gavin *MRG*  
 Additional name(s) of conveying party(ies) attached? *11-12-99*  
 Yes  No

2. Name and address of receiving party(ies)  
 Name: L'OREAL S.A.  
 Address: 14 Rue Royale  
 City: Paris State: France Zip: 75008  
 Additional name(s) and address(es) attached?  
 Yes  No



3. Nature of conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_

Execution Date: 11/8/99

4. Application number(s) or patent number(s) *29/113,947*  
 If this document is being filed together with a new application, the execution date of the application is 11/8/99

A. Patent Application No.(s)  
11/19/1999 MSHIFERA 00000014 29113947  
FC:581 40.00 DP  
 Additional numbers attached?  Yes  No

B. Patent No.(s)  
 Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name Robert C. Scheinfeld  
BAKER & BOTTS, L.L.P.  
 Address: 30 Rockefeller Plaza - 44 Fl.  
 City: New York State: NY Zip: 10112

6. Total number of applications and patents involved: 1  
 7. Total fee (37 CFR 3.41): \$ 40.00  
 Enclosed  
 Authorized to be charged to deposit account  
 8. Deposit account number:  
02-4377  
 (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 instrumentation is true and correct and any attached copy is a true copy of the original document*  
Robert C. Scheinfeld *[Signature]* November 12, 1999  
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments and document: 3

A S S I G N M E N T

WHEREAS, I, ELLEN GAVIN, a citizen of the UNITED STATES, residing in ATLANTIC HIGHLANDS, County of MONMOUTH, State of NEW JERSEY, whose post office address is ONE CENTRAL AVENUE, #6, ATLANTIC HIGHLANDS, NEW JERSEY 07716, 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 "LIPSTICK CONTAINER WITH CAP"; and

WHEREAS, L'OREAL S.A., a corporation organized and existing under the laws of the Country of France, and having an office for the transaction of business at 14 Rue Royale, 75008 Paris, France, 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 ELLEN GAVIN, 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 S.A., and other valuable considerations unto me moving from said L'OREAL S.A., 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 S.A., 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 "LIPSTICK CONTAINER WITH CAP", 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 ELLEN GAVIN, 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 S.A., 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 S.A., its successors and assigns;

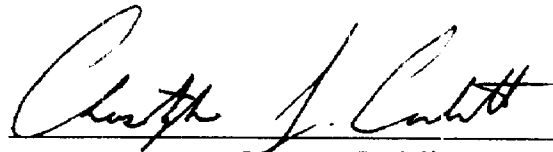
AND I, the said ELLEN GAVIN, for the considerations aforesaid, do hereby covenant and agree to and with said L'OREAL S.A., its successors and assigns, that we have the full power to make this assignment, and that the rights assigned are not encumbered by any grant, license or right heretofore given, and that I, my executor or 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 S.A., its successors and assigns, may be required or necessary more effectively to secure to and vest in said L'OREAL S.A., 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 ELLEN GAVIN, have hereunto set my hand and seal on the date below written.

  
\_\_\_\_\_  
ELLEN GAVIN

STATE OF *New York* )  
  : ss.:  
COUNTY OF *New York* )

BE IT KNOWN, that on this 8<sup>th</sup> day of Nov., 1999, before me personally came ELLEN GAVIN, 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

**CHRISTOPHER J. CORBETT**  
Notary Public, State of New York  
No. 31-4688540  
Qualified in New York County  
Commission Expires February 28, 2100