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U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

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To the Honorable Commissioner of Patent

101223488

Attached original documents or copy thereof

1. Name of conveying party(ies): Kristina B. Heeter and
Thierry Francois DeBaschmakoffAdditional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: 9/2/99

2. Name and address of receiving party(ies):

Name: Amway Corporation

Internal Address: _____

Street Address: 7575 Fulton Street East

City: Ada State: MI ZIP: 49355

Additional name(s) & address(es) attached? ☐ Yes ☒ No

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

If this document is being filed together with a new application, the execution date of the application is: 9/2/99

A. Patent Application No.(s)

29/110506

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No5. Name and address of party to whom correspondence
concerning document should be mailed:

Name: Intellectual Property Practice Group

Internal Address: Warner Norcross & Judd LLP

Street Address: 111 Lyon Street NW, Suite 900

City: Grand Rapids State: MI ZIP: 49503-2489

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.

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

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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.

Gregory P. Bondarenko

Name of Person Signing

Gregory P. Bondarenko

Signature

11/30/99

08/99
Date

Total number of pages comprising cover sheet 1

PATENT

REEL: 010433 FRAME: 0192

ASSIGNMENT

WHEREAS, Thierry Francois DeBaschmakoff and Kristina B. Heeter

residing at 10 Rue St. Augustin, Paris, France and 1660 Edith, NE, Grand Rapids, Michigan 49505
respectively, (hereinafter referred to as Assignor) has (have) invented certain new and useful improvements in

SATIN LIPSTICK CASE

for which an application for United States Letters Patent was:

☐ executed on even date herewith

☐ filed on _____ as Application Serial No. _____

WHEREAS, Amway Corporation

a corporation of the State of Michigan

having a place of business at 7575 Fulton Street, East, Ada, Michigan 49355-0001,

(hereinafter referred to as Assignee) is desirous
of acquiring the entire right, title, and interest in and to said invention and in and to any Letters Patent that may be
granted therefor in the United States and in any and all foreign countries.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00), the receipt of which is hereby
acknowledged, and for other good and valuable consideration, Assignor hereby sells, assigns, and transfers unto
Assignee the full and exclusive right, title, and interest in and to said invention in the United States and in all foreign
countries and the entire right, title, and interest in and to all Letters Patent which may be granted therefor in the
United States and in all foreign countries and in and to all divisions, reissues, continuations, continuations-in-part,
substitutions, renewals, reexaminations, and extensions thereof including the full right to claim for any such
application the benefits of the International Convention.

Assignor hereby authorizes and requests the patent office officials in the United States and in all foreign
countries to issue all of said Letters Patent, when granted, to Assignee as the owner of the entire right, title, and
interest in and to the same, for the sole use and behoof of Assignee, its successors and assigns.

FURTHER, Assignor agrees to communicate to Assignee or its representatives any facts known to Assignor
respecting said invention, and to testify in any legal proceeding, to sign all lawful papers, to execute all divisional,
continuation, continuation-in-part, substitution, renewal, reexamination, and reissue applications, to execute all
necessary assignment papers to cause all of said Letters Patent to be issued to Assignee, to make all rightful oaths
and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper
protection for said invention in the United States and in all foreign countries.

IN TESTIMONY WHEREOF, I (we) have hereunto set my (our) hand(s) on the date appearing next to my
(our) signature.

Witness:

Inventor:

Date:

Thierry Francois DeBaschmakoff

Kristina B. Heeter

9/1/99

8/25/99