

08-21-2000



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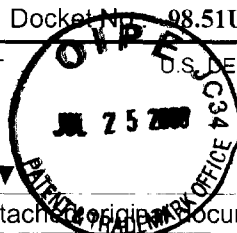
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Docket No. 08.51US

VER SHEET

NLY



U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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

1. Name of conveying party(ies):
Rechelbacher, Horst M.

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

Name: **AVEDA CORPORATION**

Internal Address:

Additional names(s) of conveying party(ies) ☐ Yes ☒ No

3. Nature of conveyance:

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

Street Address: **4000 Pheasant Ridge Drive**

City: **Blaine** State: **MN** ZIP: **55449**

Execution Date: **July 18, 2000**

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

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

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

A. Patent Application No.(s)

B. Patent No.(s)

09/500,551

Additional numbers attached? ☐ Yes ☒ No

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

Name: **Peter M. Giancana**

Internal Address: **Estee Lauder Companies**

Street Address: **125 Pinelawn Road**

City: **Melville** State: **NY** ZIP: **11953**

6. Total number of applications and patents involved: **1**

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

- ☐ Enclosed - Any excess or insufficiency should be credited or debited to deposit account
☒ Authorized to be charged to deposit account

8. Deposit account number:

05-1320

8/18/2000 DNGUYEN 00000147 051320 09500551

DO NOT USE THIS SPACE

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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.

Peter M. Giancana - Reg. No. 44,706

July 21, 2000

Name of Person Signing

Signature

Date

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

16

MAY-16-2000 10:26

EL COMPANIES

516 531 1340 P. 10

DOCKET NO.: 98.51US

SOLE

ASSIGNMENT

WHEREAS, I, HORST MARTIN RECHELBACHER, ASSIGNOR, citizen of AUSTRIA, residing at 1015 Cascade Street, Osceola, WI 54020, am the inventor of the invention in **STRESS RELIEVING GEL HANDLE BRUSH** for which I have executed an application for a Patent of the United States which is identified by Docket No. 98.51US, and

WHEREAS, AVEDA CORPORATION, a Delaware corporation having an office at 4000 Pheasant Ridge Drive, Blaine, Minnesota 55449, ASSIGNEE is desirous of obtaining the entire right, title and interest in, to and under the said invention and the said application;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the said ASSIGNOR, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof, and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable, and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention in any country foreign to the United States and all extensions, renewals and reissues thereof.

AND I HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND I HEREBY covenant and agree that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreements in conflict herewith.

JUL 18, 2000 4:43PM

TILTON EQUIPMENT COMPANY 1-800-374-5819

No. 5578 P. 7.7
P. 11

MAY-16-2000 10:27

EL COMPANIES

516 531 1340 P.11

AND I HEREBY further covenant and agree that I will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, I hereunto set our hands and seals the day and year set opposite our respective signature.

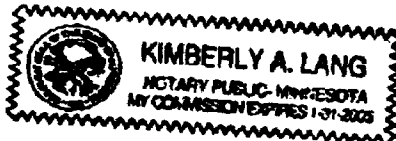
Date July 18, 2000

X Horst Martin Rechelbacher
HORST MARTIN RECHELBACHER

State of Minnesota)
County of Anoka) SS.:

On this 18 day of July, 2000, before me, a Notary Public in and for the State and County aforesaid, personally appeared HORST MARTIN RECHELBACHER, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and he acknowledged the same to be his free act and deed.

Kimberly A. Lang
NOTARY PUBLIC



Jul 18, 2000 4:48PM

TILTON EQUIPMENT COMPANY 1+888+374+5819

No. 5578

P. 547

P. 09

MAY-16-2000 10:25

EL COMPANIES

516 531 1340 P. 09

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. (list name and registration number)

Karen A. Lowney - Reg. No. 31,274

Send Correspondence to: Karen A. Lowney
Estee Lauder Companies, Inc.
125 Pinelawn Road
Melville, NY 11747

Direct Telephone Calls to: (name and telephone number)
Karen A. Lowney 631-531-1191

Full name of sole or first inventor	
Horst Martin Rechebacher	
Sole or first inventor's signature	Date
X	
Residence	
1015 Cascade Street, Oshkosh, WI 54020	
Citizenship	
Austria	
Post Office Address	

Full name of second inventor, if any	
Second inventor's signature	Date
Residence	
Citizenship	
Post Office Address	