

04-17-2002



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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office
Atty. Docket No.: 05725.0983-00
Atty. Customer No. 22,852

4/10/02

ATTN. BOX ASSIGNMENTS

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

1. Name of conveying party(ies):

Jerome PEYRELEVADE

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

3. Nature of conveyance:

☒ Assignment
☐ Security Agreement

☐ Merger
☐ Change of Name

Other _____

Execution Date: February 21, 2002

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

Name: L'Oréal S.A.

Internal Address: _____

Street Address: 14, rue Royale
75008 Paris, France

City: _____ ZIP: _____

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

4. Application number(s) or patent 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)

10/024,616

Additional numbers attached? ☐ Yes ☒ No

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

Name: Thomas L. Irving
Internal Address: FINNEGAN, HENDERSON,
FARABOW, GARRETT & DUNNER, L.L.P.
Street Address: 1300 I Street, NW
City: Washington, D.C. ZIP: 20005
State: _____

6. Total number of applications and patents involved 1

7. Total fee (37 CFR 3.41): \$ 40.00
☒ Enclosed
☐ Deposit Account

8. Deposit Account Number: 06-0916

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.

Reg. No. 44,472
Susanne T. Jones

Susanne T. Jones
Signature

4/10/02
Date

Total number of pages including cover sheet, attachments and document: 4

ASSIGNMENT

WHEREAS I/We, the below named inventor(s) [hereinafter referred to as Assignor(s)], have made an invention entitled:

USE OF ARTIFICIAL INTELLIGENCE IN PROVIDING BEAUTY ADVICE

for which I/We executed an application for United States Letters Patent concurrently herewith or filed an application for United States Letters Patent on December 21, 2001 (Serial No. 10/024,616 to be filled in by Applicant's representative when known)); and

WHEREAS, **L'ORÉAL SA**, a corporation of **France** whose post office address is **14, rue Royale, 75008 Paris, France** (hereinafter referred to as Assignee), is desirous of securing the entire right, title, and interest in and to this invention in all countries throughout the world, and in and to the application for United States Letters Patent on this invention and the Letters Patent to be issued upon this application;

NOW THEREFORE, be it known that for good and valuable consideration, the receipt of which from assignee is hereby acknowledged, I/We, as assignor(s), have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the assignee, its lawful successors and assigns, my/our entire right, title, and interest in and to this invention, provisional application Serial No. _____, filed _____ (if any), and this application, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof, and all rights to claim priority on the basis of the above provisional application (if any), as well as all rights to claim priority on the basis of this application, and all applications for Letters Patent which may hereafter be filed for this invention in any non-U.S. country and all Letters Patent which may be granted on this invention in any non-U.S. country, and all extensions, renewals, and reissues thereof; and I/We hereby authorize and request the Commissioner of Patents and Trademarks of the United States and any official of any non-U.S. country whose duty it is to issue patents on applications as described above, to issue all Letters Patent for this invention to assignee, its successors and assigns, in accordance with the terms of this Assignment;

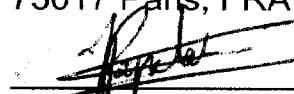
AND, I/WE HEREBY covenant that I/We have the full right to convey the interest assigned by this Assignment, and I/We have not executed and will not execute any agreement in conflict with this Assignment;

AND, I/WE HEREBY further covenant and agree that I/We will, without further consideration, communicate with assignee, its successors and assigns, any facts known to me/us respecting this invention, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to this invention in said assignee, its successors or assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by the assignee, its successors and assigns.

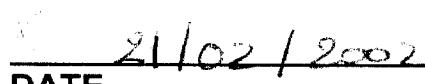
IN TESTIMONY WHEREOF, I/We have hereunto set my/our hand(s).

Jerome PEYRELEVADE

101 Blvd. Bessieres
75017 Paris, FRANCE



FIRST ASSIGNOR'S SIGNATURE



DATE