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04-21-2003

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102425934

ached original documents or copy thereof.

1. Name of conveying party(ies):

- 1) IWAKI, Michio
- 2) GOTO, Yasuo
- 3) KOMIYA, Masakatsu
- 4) TOKUNAGA, Yumi

2. Name and address of receiving party(ies)

Name: SHISEIDO COMPANY, LTD.

Internal Address: \_\_\_\_\_

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

3. Nature of conveyance:

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

Street Address: 5-5, Ginza 7-Chome,  
Chuo-Ku, Tokyo 104-8010 Japan

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Execution Date: 1) Oct. 31, 2002; 2) Nov. 7, 2002;  
3) Nov. 17, 2002; 4) Nov. 12, 2002

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: \_\_\_\_\_

A. Patent Application No.(s)

US (PCT/JP01/05905)

B. Patent No.(s)

10332285

Additional numbers attached? ☐ Yes ☒ No

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

Name: Richard J. Streit

Internal Address: \_\_\_\_\_

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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224 South Michigan Avenue

City: Chicago State: IL Zip: 60604

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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.

Brian W. Hameder

Name of Person Signing  
Reg. 45613

Brian W. Hameder  
Signature

January 7, 2003  
Date

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

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

PATENT  
REEL: 013965 FRAME: 0685

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**UNITED STATES OF AMERICA**  
**ASSIGNMENT**

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WHEREAS, I (WE)

1) Michio IWAKI, 2) Yasuo GOTO, 3) Masakatsu KOMIYA and 4) Yumi TOKUNAGA  
residing at

1) 5-3-405, Kasuga 1-Chome, Bunkyo-Ku, Tokyo 112-0003 Japan,

2) c/o SHISEIDO CO., LTD., 5-5, Ginza 7-Chome, Chuo-Ku, Tokyo 104-8010 Japan,

3) c/o SHISEIDO CO., LTD., 5-5, Ginza 7-Chome, Chuo-Ku, Tokyo 104-8010 Japan,

4) c/o SHISEIDO CO., LTD., 5-5, Ginza 7-Chome, Chuo-Ku, Tokyo 104-8010 Japan

(hereinafter referred to as ASSIGNOR), have invented a certain invention entitled:

PERSONAL COLOR ORDERING SYSTEM AND PERSONAL COLOR ORDERING METHOD

for which application for Letters Patent of the United States has been designated under the  
Patent Cooperation Treaty, effective July 6, 2001, International Application No.  
PCT/JP01/05905, filed July 6, 2001,

WHEREAS:

SHISEIDO COMPANY, LTD. having a place of business at:  
5-5, Ginza 7-Chome, Chuo-Ku, Tokyo 104-8010 Japan

(hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire interest in, to and  
under said invention in the United States and the Letters Patent to be obtained therefore;

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that in  
consideration of the payment by ASSIGNEE to ASSIGNOR 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 to ASSIGNEE the full and  
exclusive right, title and interest to said invention in the United States and the Letters Patent  
to be obtained therefor on said application or any continuation, division, renewal, substitute  
or reissue thereof for the full term or terms for which the same may be granted.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance  
has been or will be made or entered into which would conflict with this assignment and sale;

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided  
promptly with all pertinent facts and documents relating to said application, said invention  
and said Letters Patent as may be known and accessible to ASSIGNOR and will testify as to  
the same in any interference or litigation related thereto and will promptly execute and deliver  
to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required

to apply for, obtain, maintain and enforce said application, said invention and said Letters Patent which may be necessary or desirable to carry out the purposes hereof.

IN WITNESS WHEREOF, I/we have set our hand and seal

Oct, 31, 2002

Date

Nov, 7, 2002


Date

Nov. 17, 2002

Date

Nov, 12, 2002

Date

Michio Iwaki   
INVENTOR Michio IWAKI

Yasuo Goto  
INVENTOR Yasuo GOTO

M. Komiya  
INVENTOR Masakatsu KOMIYA

Yumi Tokunaga  
INVENTOR Yumi TOKUNAGA