

05-20-2003

Department of Commerce
Trademark Office
ocket No. 9007.0002
ustomer Number: 22,852
ment Recordation Services

102451582

To the Director of the U.S. Patent and Trademark Office:
Please record the attached original documents or copy them...1. Name of conveying party(ies):
Concept Workshop Worldwide, LLC MAY 15 2003

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

Name: L'OREAL USA, Inc.

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

Internal Address:

3. Nature of conveyance:

Street Address: 575 Fifth Avenue

☒ Assignment ☐ Merger

City: New York

☐ Security Agreement ☐ Change of Name

State: NY Zip Code: 10017

☐ Other: [Describe]

Additional name(s) & Address(es) attached?

Execution Date: December 16, 2002

☐ 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:

A. Patent Application Number(s):

09/933,992

B. Patent Number(s):

Additional numbers attached?

☐ Yes ☒ No

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

Name: Anthony M. Gutowski, Esq.

6. Total number of applications and registrations involved:
one

7. Total fee (37 CFR 3.41): \$40

☒ Enclosed (Please charge deficiency to deposit account)☐ Authorized to be charged to deposit account

Internal Address: FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, L.L.P.

Street Address: 1300 I Street, N.W.

City: Washington, D.C.

State: Zip: 20005-3315

8. Deposit Account No.: 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. 38,742

Anthony M. Gutowski

Signature

5/15/03

Date

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

ASSIGNMENT

WHEREAS, Concept Workshop Worldwide, LLC, a New York Limited Liability Corporation, having a principal place of business at 133 East 58th Street, Suite 906, New York City, NY, 10022 ("CWW"), owns, by assignment, all right, title, and interest in U.S. Patent Application No. 09/933,992 filed with the U.S. Patent and Trademark Office on August 21, 2001, titled "VIRTUAL HINGE, and any invention claimed therein; and

L'Oreal USA, Inc., a Delaware Corporation, having a principal place of business at 575 Fifth Avenue, New York City, NY, 10017 ("L'Oreal"), desires to own CWW's entire right, title, and interest in and to the invention, in all countries throughout the world, and in and to U.S. Patent Application No. 09/933,992.

NOW THEREFORE, be it known that, for good and valuable consideration, receipt of which is hereby acknowledged, CWW hereby sells, conveys, assigns, transfers and relinquishes exclusively to L'Oreal, its successors, and assigns, the entire right, title, and interest in and to U.S. Patent Application No. 09/933,992, any other patent application directed to the invention disclosed therein, and all Letters Patent of the United States that may be granted thereon, and all reissues, reexaminations, and extensions thereof; and all rights to claim priority on the basis of such application, and all applications for Letters Patent that may be filed for the invention in any foreign country and all Letters Patent that may be granted on the invention in any foreign country, and all extensions, renewals, and reissues thereof; and CWW hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States and any official of any foreign country whose duty it is to issue patents on applications as described above, to issue all Letters Patent for this invention to L'Oreal, its successors and assigns, in accordance with the terms of this Assignment;

AND, CWW HEREBY further covenants that CWW has the full right to convey the interest assigned by this Assignment, CWW will take all action and execute all documents necessary to perfect the interest assigned hereby, and CWW has not executed and will not execute any agreement in conflict with this Assignment;

AND, CWW HEREBY further covenants and agrees that CWW, through its officers and employees, will, without further consideration, communicate with L'Oreal, its successors and assigns, any facts known to CWW and its officers and employees respecting the invention and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver all papers that may be necessary or desirable to perfect the title to the invention in L'Oreal, its successors and assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths, and generally do everything possible to aid L'Oreal, its successors and assigns, to obtain and enforce proper patent protection for the 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 L'Oreal, its successors and assigns.

IN TESTIMONY WHEREOF, each party has caused its authorized representative to execute this Assignment.

Concept Workshop Worldwide, LLC

By: 

DAVID SEIDLER - PRESIDENT

Date: 12/16/02