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

1. Name of conveying party(ies):

Taeko Hiroi 6-26-03

2. Name and address of receiving party(ies)

Name: SHISEIDO CO., 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, Japan

City: State: Zip:

Execution Date: May 16, 2003

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. 29/180,584

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: KANESAKA & TAKEUCHI

Internal Address:

Street Address:

1423 Powhatan Street, Suite 2

City: Alexandria State: VA Zip: 22314

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

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Manabu Kanesaka

Name of Person Signing

Signature

Signature

6/26/03

Date

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

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

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ASSIGNMENT

For value received, I, Taeko Hiroi
 having post office address at c/o SHISEIDO CO., LTD.,
5-5, Ginza 7-chome, Chuo-ku, Tokyo, Japan
 hereby sell, assign and transfer to SHISEIDO CO., LTD.
 corporations existing under the laws of Japan
 located at 5-5, Ginza 7-chome, Chuo-ku, Tokyo, Japan
 and its successors, assigns, and legal representatives the entire right,
 title, and interest for all countries including the United States of
 America, in and to certain inventions relating to
MASK SHEET FOR FACIAL PACK described
 in application for Letters Patent of the United States,
 Serial No. 29/180,584 Filed April 28, 2003
 and all patents which may be granted therefor, and all divisions,
 reissues, continuations and extensions thereof, and authorize and
 request the Commissioner of Patents and Trademarks to issue all patents
 on said improvements or resulting therefrom to said Company as assignee
 of the entire interest, and covenant that I/We have full right so to
 do, and agree that I/We will communicate to said Company or its
 representatives any facts known to me/us respecting said improvements
 and testify in any legal proceedings, sign all lawful papers, execute
 all divisional, continuing and reissue applications, make all rightful
 oaths and generally do everything possible to aid said Company, its
 successors, assigns, and nominees, to obtain and enforce proper
 protection for said invention in the United States.

Signature

Taeko Hiroi

Taeko Hiroi

Date

May 16, 2003