

10/432760

10581-40

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Attorney Docket U014623-8

RECOR

11-04-2003

5-28003



102591122

To the Honorable Commissioner of Patents

attached original documents or copy thereof.

1. Name of conveying party(ies):

1. SHUN TAKAHASHI  
 2. FUMIE MOROHOSHI  
 3. HIDEKI TAKAHASHI

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

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

Name: SHISEIDO COMPANY, LTD.

Address: 5-5 GINZA 7-CHOME, CHUO-KU, TOKYO  
 104-8010 JAPAN

Additional name(s) & addresses(es) attached?  
 Yes  No

3. Nature of conveyance:

Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_

Execution Date(s):  
 1. MAY 14, 2003  
 2. MAY 14, 2003  
 3. MAY 14, 2003

4. Application number(s) or patent number(s)

10/432760  Being filed together with a new application.

Patent Application No.(s):  Patent No.(s):

Additional numbers attached?  Yes  No

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

Name: WILLIAM R. EVANS

Address: LADAS & PARRY  
 26 WEST 61<sup>ST</sup> STREET  
 NEW YORK, NY 10023  
 REG. NO.: 25, 858 (212) 708-1930

05/20/03 GFREY1 00000081 10432750  
 40.00 DP

6. Total number of applications and patents involved:  
 1

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

Check Enclosed  
 Authorized to be charged in whole or in part to:

8. Deposit account number: 12-0425

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9. Signature:  
 WILLIAM R. EVANS  
 Name of Person Signing

Signature

May 28, 2003  
 Date

Total number of pages including coversheet, attachments, and documents: 5

For:  U.S. and/or  Foreign Rights  
 For:  U.S. Application or  
        U.S. Provisional Application  
 For:  U.S. Patent  
 For:  PCT Application  
 By: Multiple Inventors

**ASSIGNMENT OF INVENTION (MULTIPLE INVENTORS)**

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,

**ASSIGNORS (Inventors):**Shun TAKAHASHI*(type or print name of inventors)*c/o SHISEIDO RESEARCH CENTER(SHIN-YOKOHAMA),2-1, Hayabuchi 2-Chome, Tsuzuki-Ku,Yokohama-Shi, Kanagawa 224-8558 JapanAddressJapan

Nationality

Fumie MOROHOSHIc/o SHISEIDO RESEARCH CENTER(SHIN-YOKOHAMA),2-1, Hayabuchi 2-Chome, Tsuzuki-Ku,Yokohama-Shi, Kanagawa 224-8558 JapanAddressJapan

Nationality

Hideki TAKAHASHIc/o SHISEIDO RESEARCH CENTER(SHIN-YOKOHAMA),2-1, Hayabuchi 2-Chome, Tsuzuki-Ku,Yokohama-Shi, Kanagawa 224-8558 JapanAddressJapan

Nationality

Added page(s) for signature by subsequent inventors. Number of pages added



(Assignment of Invention Multiple Inventors page 1 of 3) 16-3.2

(if assignment is by person or entity to whom invention was previously assigned  
and this was recorded in PTO, add the following)

Recorded on \_\_\_\_\_

Reel  
Frame

hereby sells, assigns and transfers to  
ASSIGNEE

SHISEIDO COMPANY, LTD.

5-5, Ginza 7-Chome, Chuo-Ku, Tokyo 104-8010

(type or print name of ASSIGNEE)

Japan

Address

Nationality: Japan

and the successors, assigns and legal representatives of the ASSIGNEE

(complete one of the following)

the entire right, title and interest

an undivided \_\_\_\_\_ percent (\_\_\_\_\_ %) interest

for the United States and its territorial possessions

(check the following box, if foreign rights are also to be assigned)

and in all foreign countries, including all rights to claim priority,

in and to any and all improvements which are disclosed in the invention entitled:

MASCARA SELECTING METHOD, MASCARA SELECTING SYSTEM, AND MASCARA  
COUNSELING TOOL

Name of inventor(s) Shun TAKAHASHI, Fumie MOROHOSHI and Hideki TAKAHASHI

(check and complete (a), (b), (c), (d), (e), (f) or (g))

and which is found in (37 C.F.R. § 3.21)

- (a)  U.S. patent application executed on even date herewith
- (b)  U.S. patent application executed on \_\_\_\_\_
- (c)  U.S. provisional application naming the above inventor(s) for the above-entitled invention.  
 Express mail label no.: \_\_\_\_\_  
Mailed: \_\_\_\_\_
- To comply with 37 C.F.R. 3.21 for recordal of this assignment, I, an ASSIGNOR signing below, hereby authorize and request my attorney to insert below the filing date and application number when they become known.
- (d)  U.S. application no. \_\_\_\_\_  
filed on \_\_\_\_\_
- (e)  International application no. PCT/ JP01 / 11367
- (f)  U.S. patent no. \_\_\_\_\_ issued  
 A change of address to which correspondence is to be sent regarding patent maintenance fees is being sent separately.

(also check (g), if foreign application(s) is also being assigned)

(g)  and any legal equivalent thereof in a foreign country, including the right to claim priority

and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, division, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof.

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.

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, We have hereunto set hand and seal

**WARNING:** The date of signing must be the same as the date of execution of the application, if item (a) was checked above.

Shun TAKAHASHI  
(type name of Assignor)

  
Signature of ASSIGNOR

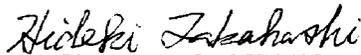
this May 14, 2003  
date of signing

Fumie MOROHOSHI  
(type name of Assignor)

  
Signature of ASSIGNOR

this May 14, 2003  
date of signing

Hideki TAKAHASHI  
(type name of Assignor)

  
Signature of ASSIGNOR

this May 14, 2003  
date of signing

(if ASSIGNOR is a legal entity, complete the following information)

(type or print the name of the above person authorized to sign on behalf of ASSIGNOR)

Title

**NOTE:** No witnessing, notarization or legalization is necessary. If the assignment is notarized or legalized then it will only be prima facie evidence of execution. 35 USC 261. Use next page if notarization is desired.

Notarization or Legalization Page Added.