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1. Name of conveying party(ies):

YANO, Hiroko

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

3. Nature of conveyance:

 Assignment

Merger

Security Agreement

Change of Name

Other:

Execution Dates: **March 6, 2007 (and attached page)**

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

Name: SHISEIDO CO., LTD.

St. Address: 5-5, Ginza 7-Chome, Chuo-ku

City: Tokyo Postal Code: 104-8010

Country: JAPAN

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)

11/665,687

B. Patent No.(s)

Document ID No: 103399463

Additional numbers attached? Yes  No 

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

Ronald R. Snider  
P.O. Box 27613  
Washington, D.C. 20038-7613  
(202-347-2600)

6. Total number of applications and patents involved: 17. Total fee (37 CFR 3.41): \$40.00 Enclosed Authorized to be charged to deposit account if any error.

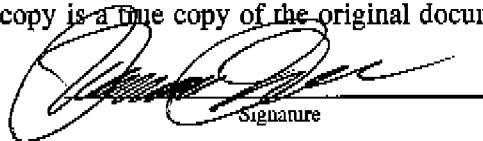
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Ronald R. SniderName of Person Signing  
Registration No. 24,962


Signature

May 7, 2007

Date

Total number of pages comprising cover sheet, attachments and document: 7

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**PATENT**

Additional Names of Conveying Parties

KERA, Hirofumi	March 6, 2007
MATSUYAMA, Wakae	March 8, 2007
KUROKI, Kumiko	March 6, 2007
ISHIDA, Miki	March 6, 2007
SASAKI, Yuko	March 6, 2007
OKAMOTO, Miyako	March 6, 2007
GOTO, Yasuo	March 6, 2007
MASUSHIO, Yoshiko	March 6, 2007
NISHIJIMA, Etsu	March 6, 2007

SOLE/JOINT INVENTION  
(U.S. Rights Only)

## ASSIGNMENT

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

LIP CATEGORIZING METHOD, MAKEUP METHOD, CATEGORIZING MAP, AND MAKEUP TOOL

for which I/we executed an application for United States Letters Patent concurrently herewith; and

WHEREAS, SHISEIDO CO., LTD.

a corporation of Japan whose post office address is 5-5, Ginza 7-Chome, Chuo-ku, Tokyo 104-8010 JAPAN (hereinafter referred to as Assignee), is desirous of securing the entire right, title, and interest in and to this invention, 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 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 I/We hereby authorize and request the Commissioner of Patents and Trademarks of the United States 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 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 all papers that may be necessary or desirable to perfect the title to this invention in said assignee, its successors and 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, 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 our hand(s).

### FIRST/SOLE ASSIGNOR

Name: YANO, Hiroko

Citizenship of Person Signing: JAPAN

Address: c/o SHISEIDO CO., LTD., 5-5, Ginza 7-Chome, Chuo-ku, Tokyo, 1048010, JAPAN

Signature: 矢野 裕子 Date: March 6, 2007

SNIDER & ASSOCIATES  
P.O. BOX 27613  
WASHINGTON, DC 20038-7613

PATENT  
REEL: 019258 FRAME: 0371

## SECOND ASSIGNOR

Name: KERA, Hirofumi

Citizenship of Person Signing: JAPAN

Address: c/o SHISEIDO CO., LTD., 5-5, Ginza 7-Chome, Chuo-ku, Tokyo, 1048010, JAPAN

Signature: 高良 寛文 Date: March, 6, 2007

## THIRD ASSIGNOR

Name: MATSUYAMA, Wakae

Citizenship of Person Signing: JAPAN

Address: c/o SHISEIDO CO., LTD., 5-5, Ginza 7-Chome, Chuo-ku, Tokyo, 1048010, JAPAN

Signature: 松山 和香恵 Date: March, 8, 2007

## FOURTH ASSIGNOR

Name: KUROKI, Kumiko

Citizenship of Person Signing: JAPAN

Address: c/o SHISEIDO CO., LTD., 5-5, Ginza 7-Chome, Chuo-ku, Tokyo, 1048010, JAPAN

Signature: 黒木 久美子 Date: March, 6, 2007

## FIFTH ASSIGNOR

Name: ISHIDA, Miki

Citizenship of Person Signing: JAPAN

Address: c/o SHISEIDO CO., LTD., 5-5, Ginza 7-Chome, Chuo-ku, Tokyo, 1048010, JAPAN

Signature: Miki Ishida Date: March, 6, 2007

## SIXTH ASSIGNOR

Name: SASAKI, Yuko

Citizenship of Person Signing: JAPAN

Address: c/o SHISEIDO CO., LTD., 5-5, Ginza 7-Chome, Chuo-ku, Tokyo, 1048010, JAPAN

Signature: 佐々木 裕子 Date: March, 6, 2007

## SEVENTH ASSIGNOR

Name: OKAMOTO, Miyako

Citizenship of Person Signing: JAPAN

Address: c/o SHISEIDO CO., LTD., 5-5, Ginza 7-Chome, Chuo-ku, Tokyo, 1048010, JAPAN

Signature: 岡本 美子 Date: March 6 2007

## EIGHTH ASSIGNOR

Name: GOTO, Yasuo

Citizenship of Person Signing: JAPAN

Address: c/o SHISEIDO CO., LTD., 5-5, Ginza 7-Chome, Chuo-ku, Tokyo, 1048010, JAPAN

Signature: 後藤 康男 Date: March 6 2007

## NINTH ASSIGNOR

Name: MASUSHIO, Yoshiko

Citizenship of Person Signing: JAPAN

Address: c/o SHISEIDO CO., LTD., 5-5, Ginza 7-Chome, Chuo-ku, Tokyo, 1048010, JAPAN

Signature: 増埜 由子 Date: March 6, 2007

## TENTH ASSIGNOR

Name: NISHIJIMA, Etsu

Citizenship of Person Signing: JAPAN

Address: c/o SHISEIDO CO., LTD., 5-5, Ginza 7-Chome, Chuo-ku, Tokyo, 1048010, JAPAN

Signature: 西島 悦 Date: March 6 2007