

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jean-Francois Tranchant	05/02/2007
RECEIVING PARTY DATA	
Name:	L V M H Recherche
Street Address:	185 avenue de Verdun
City:	Saint Jean De Braye
State/Country:	FRANCE
Postal Code:	45800
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11719810
CORRESPONDENCE DATA	
Fax Number:	(312)977-9959
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(312) 977-9902
Email:	gknauer@millermatthiashull.com
Correspondent Name:	mmh
Address Line 1:	One North Franklin Street
Address Line 2:	Suite 2350
Address Line 4:	Chicago, ILLINOIS 60606
ATTORNEY DOCKET NUMBER:	28944/50081
NAME OF SUBMITTER:	Thomas A. Miller
Total Attachments: 2 source=50081#page1.tif source=50081#page2.tif	

OP \$40.00 11719810

500303126

PATENT
REEL: 019480 FRAME: 0218

ASSIGNMENT

Serial No: 11/719,810

Filed: May 21, 2007

Title: A Packaging and Applicator Assembly for Mascara and its Use in Applying Mascara

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the undersigned hereby assigns to, LVMH Recherche, 185 avenue de Verdun, Saint Jean De Braye, France, 45800 (hereinafter "assignee"), its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States, executed by the undersigned on May 2, 2007, and in said application and any and all other applications, both United States and foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and foreign countries, which may be obtained on any of said applications, and in any reissue or extension thereof.

The undersigned hereby authorize and request the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee

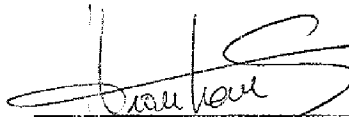
The undersigned hereby authorize and request the attorneys of record in said application to insert in this assignment the execution date and/or filing date and serial number of said application when officially known

The undersigned warrant themselves to be the owners of the interest herein assigned and to have the right to make this assignment and further warrant that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned.

For said consideration the undersigned hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all divisional, continuation, continuation-in-part and substitute applications for said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application, and any and all applications and other documents for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns, may deem necessary or expedient, and for said consideration the undersigned further agree upon the request of said assignee, its successors or assigns, in the event of any application or Letters Patent assigned herein becoming involved in Interference, to cooperate to the best of the ability of the undersigned with said assignee, its successors or assigns, in the matters of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the undersigned hereby agreeing to perform, upon request, any and all affirmative acts to obtain said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed in said assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by said assignee, its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made

MILLER MATTHIAS & HULL, One North Franklin Street, Suite 2350, Chicago, IL 60606

Date: 02/05/07


Jean-Francois Tranchant