

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT | | | | | | | | |
|--|----------------------------------|---------------|----------------|---------------------|------------|------------------|------------|----------------|------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT | | | | | | | | |
| CONVEYING PARTY DATA | | | | | | | | | |
| <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Charles P. Neuner</td> <td>09/25/2007</td> </tr> <tr> <td>William Bickford</td> <td>09/27/2007</td> </tr> <tr> <td>Herve F. Bouix</td> <td>09/25/2007</td> </tr> </tbody> </table> | | Name | Execution Date | Charles P. Neuner | 09/25/2007 | William Bickford | 09/27/2007 | Herve F. Bouix | 09/25/2007 |
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| Charles P. Neuner | 09/25/2007 | | | | | | | | |
| William Bickford | 09/27/2007 | | | | | | | | |
| Herve F. Bouix | 09/25/2007 | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | |
| Name: | ELC Management LLC | | | | | | | | |
| Street Address: | 767 Fifth Avenue | | | | | | | | |
| City: | New York | | | | | | | | |
| State/Country: | NEW YORK | | | | | | | | |
| Postal Code: | 10153 | | | | | | | | |
| PROPERTY NUMBERS Total: 1 | | | | | | | | | |
| <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11850120</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 11850120 | | | | |
| Property Type | Number | | | | | | | | |
| Application Number: | 11850120 | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | |
| Fax Number: | (631)531-1340 | | | | | | | | |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | | | | | | | |
| Phone: | 613-414-6093 | | | | | | | | |
| Email: | vpalumbo@estee.com | | | | | | | | |
| Correspondent Name: | Victoria Palumbo | | | | | | | | |
| Address Line 1: | 155 Pinelawn Road, Suite 345 So. | | | | | | | | |
| Address Line 4: | MELVILLE, NEW YORK 11747 | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 06.25 | | | | | | | | |
| NAME OF SUBMITTER: | Victoria Palumbo | | | | | | | | |

Total Attachments: 3
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500365184

**PATENT
 REEL: 019896 FRAME: 0077**

CH \$40.00 11850120

ASSIGNMENT

WHEREAS, WE, **Charles P. NEUNER, William BICKFORD and Herve F. BOUIX**, ASSIGNORS, citizens of the **United States of America and France**, residing at **76 Grand Central Avenue, Amityville, NY 11701, 262 Cherokee Street, Ronkonkoma, NY 11779 and 245 East 54th Street, New York, NY 10022**, respectively, are the inventors of the invention titled **HEAD FOR A COSMETIC APPLICATOR**, for which **we executed an application** for a Patent of the United States which is identified by **Application No.: 11/850,120 / Filing Date: September 5, 2007 / Attorney Docket No. : 06.25**; and

WHEREAS, **ELC Management LLC, a Delaware corporation**, having an office at **767 Fifth Avenue, New York, NY 10153**, ASSIGNEE, is desirous of obtaining the entire right, title and interest in, to and under the invention and the application.

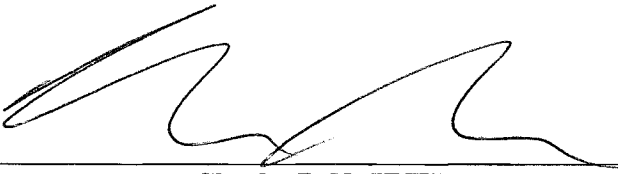
NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the invention and the United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for the invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreements in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for the invention in all countries.

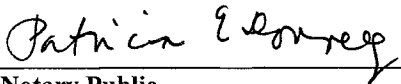
IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

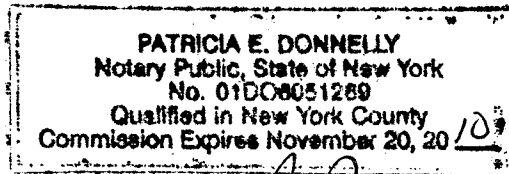
Date Sept - 25, 2007 
Charles P. NEUNER

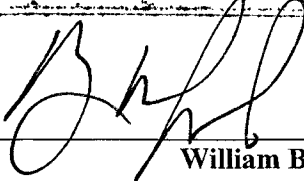
State of

County of

On the 25 day of September in the year 2007 before me, the undersigned, a Notary Public in and for said State, personally appeared **Charles P. NEUNER**, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.


Notary Public

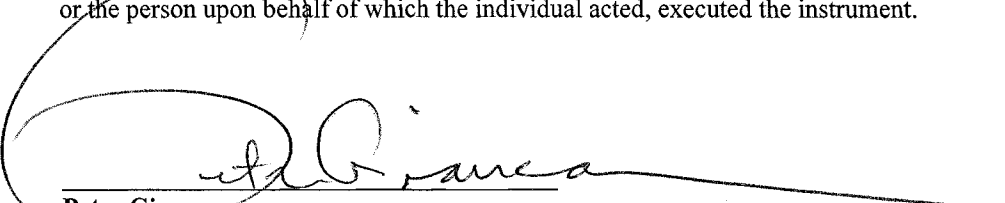


Date 9/27/07, 2007 
William BICKFORD

State of NEW YORK

County of SUFFOLK

On the 27 day of SEPT in the year 2007 before me, the undersigned, a Notary Public in and for said State, personally appeared **William BICKFORD**, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.


Peter Giancana
Notary Public, State of New York
No. 01GI6029622
Qualified in Suffolk County
Commission Expires August 23, 2009

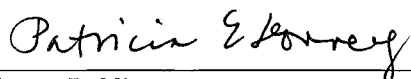
Date 09 / 25 /, 2007


Herve F. BOUIX

State of

County of

On the 25 day of September in the year 2007 before me, the undersigned, a Notary Public in and for said State, personally appeared **Herve F. BOUIX**, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.



Notary Public

