

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Melissa Jochim	03/19/2008
Karen Behnke	03/19/2008

RECEIVING PARTY DATA

Name:	Juice Beauty
Street Address:	711 Grand Avenue
Internal Address:	Suite 290
City:	San Rafael
State/Country:	CALIFORNIA
Postal Code:	94901

PROPERTY NUMBERS Total: 8

Property Type	Number
Application Number:	11933414
Application Number:	11933424
Application Number:	11933409
Application Number:	11933399
Application Number:	11933425
Application Number:	11933426
Application Number:	11933427
Application Number:	11933428

CORRESPONDENCE DATA

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CH \$320.00 11933414

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ATTORNEY DOCKET NUMBER:	67185188.1101, 1103-1109
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NAME OF SUBMITTER:	Noel C. Gillespie
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Total Attachments: 3 source=assignme#page1.tif source=assignme#page2.tif source=assignme#page3.tif

ASSIGNMENT

WHEREAS, we the undersigned inventors of residences as listed, have invented certain new and useful improvements as below entitled, for which an application for United States Letters Patent is made, said application having been designated as set forth below and filed on or about the date set forth below; and

WHEREAS, **JUICE BEAUTY** (hereinafter referred to as "Assignee"),

with an address of: 711 Grand Avenue, Suite 290
San Rafael, California 94901
United States of America

desires to acquire the entire right, title and interest in and to the invention, and in and to the said application and any Letters Patent(s) that may issue thereon;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we assign to Assignee, all right, title and interest in and to said invention and in and to said application and all patents which may be granted therefor, and all divisions, reissues, continuations, continuations-in-part and extensions thereof; and we authorize and request the Commissioner of Patents and Trademarks to issue all patents for said invention, or patents resulting therefrom, insofar as our interest is concerned, to Assignee.

We also assign to Assignee, all right, title and interest in and to the invention disclosed in said application throughout the world, including the right to file applications and obtain patents, utility models, industrial models and designs for said invention in its own name throughout the world, including all rights to publish cautionary notices reserving ownership of said invention and all rights to register said invention in appropriate registries; and we further agree to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title and interest in Assignee.

We will communicate to Assignee any facts known to us respecting any improvements; and, at the expense of Assignee, we will testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and substitute applications, make lawful oaths and declarations, and generally do everything possible to vest title in Assignee and to aid Assignee to obtain and enforce proper protection for said invention in all countries.

This Assignment shall be binding on the parties' successors, assigns and legal representatives.

Atty. Docket Number	Application Serial No.	Filing Date	Invention Title
67185188-001101	11/933,414	10/31/2007	Compositions for Juice-Based Skin Cleansers
67185188-001103	11/933,424	11/1/2007	Compositions for Juice-Based Treatment Serums
67185188-001104	11/933,409	10/31/2007	Compositions for Juice-Based Peels and Masks
67185188-001105	11/933,399	10/31/2007	Compositions for Juice-Based Moisturizers
67185188-001106	11/933,425	11/1/2007	Compositions for Juice-Based Cleansers
67185188-001107	11/933,426	11/1/2007	Compositions for Juice-Based Treatment Serums
67185188-001108	11/933,427	11/1/2007	Compositions for Juice-Based Moisturizers
67185188-001109	11/933,428	11/1/2007	Compositions for Juice-Based Moisturizers

We hereby grant JOHN G. FLAIM, Registration No. 37,323, BRIAN C. McCORMACK, Registration No. 36,601, WILLIAM D. McSPADDEN, Registration No. 44,234, JAMES H. ORTEGA, Registration No. 50,554, RICHARD V. WELLS, Registration No. 53,757, and all practitioners with the firm of Baker & McKenzie LLP (Customer Number 23562) with an office at 2001 Ross Avenue, Suite 2300, Dallas, TX 75201, the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

The undersigned further declares that all statements made herein of his/her own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful and false statements may jeopardize the validity of the application or any patent issued thereon.

Signature of Inventor: Melissa Jochim
Inventor(s) Name: **Melissa Jochim**
Residence: Novato
Citizenship: U.S.A
Date: 3/19/08

Signature of Inventor: Karen Behnke
Inventor(s) Name: **Karen Behnke**
Residence: San Anselmo
Citizenship: USA
Date: 3/19/08

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