

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Johan Liden	07/20/2008
RECEIVING PARTY DATA	
Name:	Make-Up Art Cosmetics Inc.
Street Address:	130 Prince Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10012
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29319442
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ATTORNEY DOCKET NUMBER:	07.64
NAME OF SUBMITTER:	Victoria Palumbo
Total Attachments: 2 source=07-64assignment#page1.tif source=07-64assignment#page2.tif	

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REEL: 021288 FRAME: 0852

ASSIGNMENT

WHEREAS I, **Johan LIDEN**, ASSIGNOR, citizen of **Sweden**, residing **147 Bleecker Street, Apt. 2F, New York, NY 10012**, am the inventor of the invention titled **COSMETIC PALETTE** for which I **executed an application** for a Patent of the United States which is identified by **Application No.:** 29/319,442 / **Filing Date:** June 10, 2008 / **Attorney Docket No.:** 07.64; and

WHEREAS, **Make-Up Art Cosmetics Inc., a Delaware corporation**, having an office at **130 Prince Street, New York, NY 10012**, 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 me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the ASSIGNOR, 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 I 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 I HEREBY covenant and agree that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreements in conflict herewith.

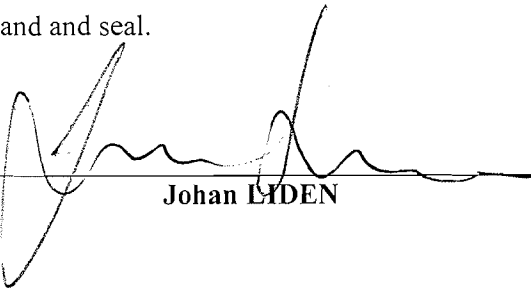
AND I HEREBY further covenant and agree that I will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to me respecting the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, 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.

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IN TESTIMONY WHEREOF, I hereunto set my hand and seal.

Date 07/20 - 08, 2008


Johan LIDEN