

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 style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Peter Matravers</td> <td>06/16/2009</td> </tr> <tr> <td>Barbara Jean Fealy</td> <td>06/18/2009</td> </tr> <tr> <td>Erik Gutmann</td> <td>06/23/2009</td> </tr> <tr> <td>Nathan Keen</td> <td>06/18/2009</td> </tr> </tbody> </table>		Name	Execution Date	Peter Matravers	06/16/2009	Barbara Jean Fealy	06/18/2009	Erik Gutmann	06/23/2009	Nathan Keen	06/18/2009
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Aveda Corporation</td> </tr> <tr> <td>Street Address:</td> <td>4000 Pheasant Ridge Drive, NE</td> </tr> <tr> <td>City:</td> <td>Blaine</td> </tr> <tr> <td>State/Country:</td> <td>MINNESOTA</td> </tr> <tr> <td>Postal Code:</td> <td>55449-7106</td> </tr> </table>		Name:	Aveda Corporation	Street Address:	4000 Pheasant Ridge Drive, NE	City:	Blaine	State/Country:	MINNESOTA	Postal Code:	55449-7106
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CORRESPONDENCE DATA											
<p>Fax Number: (631)531-1340</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: (631) 414-6093</p> <p>Email: vpalumbo@estee.com</p> <p>Correspondent Name: Victoria Palumbo</p> <p>Address Line 1: 155 Pinelawn Road</p> <p>Address Line 2: Suite 345 South</p> <p>Address Line 4: Melville, NEW YORK 11747</p>											
ATTORNEY DOCKET NUMBER:	07.25										
NAME OF SUBMITTER:	Victoria Palumbo										

CH \$40.00 12467450

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PATENT
REEL: 022873 FRAME: 0717

Total Attachments: 4

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ASSIGNMENT

WHEREAS, WE:

<u>Name</u>	<u>Residence</u>	<u>Citizenship</u>
Peter MATRAVERS	211 East Grand Avenue, San Gabriel, CA 91776	US
Barbara Jean FEALY	5699 Regis Trail, NE, Fridley, MN 55432	US
Erik GUTMANN	627 Buchanan Street, NE, Minneapolis, MN 55413	US
Nathan KEEN	3816 Tower Pond Drive, Anoka, MN 55303	US

ASSIGNORS, are the inventors of the invention titled **CONTINUOUS MOISTURIZATION COMPOSITIONS** for which we executed an application for a Patent of the United States which is identified by Attorney Docket Number: 07.25 / Application Number: 12/467,450 / Filing Date: May 18, 2009; and

WHEREAS, **AVEDA CORPORATION**, a Delaware corporation, having an office at **4000 Pheasant Ridge Drive, NE, Blaine, MN 55449-7106**, *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, *together with the right to claim priority from any previously filed provisional applications describing the invention or part 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.

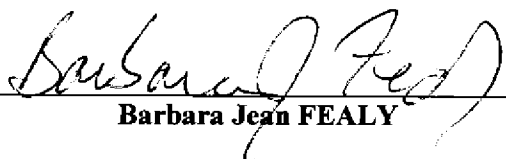
AND WE HEREBY further covenant and agree that we will communicate to the *ASSIGNEE*, its successors, legal representatives and assigns, any facts known to us respecting the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign 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 June 16, 2009 
Peter MATRAVERS

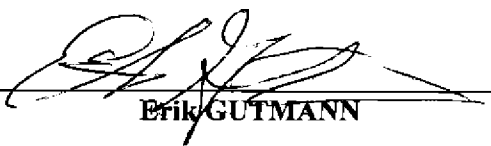
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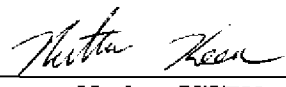
JOINT
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Date 6-18-09, 2009 
Barbara Jean FEALY

DOCKET NO.: 07.25
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JOINT
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Date June 23, 2009 
Erik GUTMANN

Date June 18th, 2009 
Nathan KEEN