

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Paul Johnson	06/30/2009
John Garruto	06/24/2009
RECEIVING PARTY DATA	
Name:	Alterna Holdings Corporation
Street Address:	2029 Century Park East, Suite 1300
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90067
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12533372
CORRESPONDENCE DATA	
Fax Number:	(248)358-3351
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	2483584400
Email:	LFreismuth@brookskushman.com
Correspondent Name:	BROOKS KUSHMAN P.C.
Address Line 1:	1000 TOWN CENTER
Address Line 2:	TWENTY-SECOND FLOOR
Address Line 4:	SOUTHFIELD, MICHIGAN 48075
ATTORNEY DOCKET NUMBER:	AHC 0155 PUSP
NAME OF SUBMITTER:	Lidia Freismuth
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif	

CH \$40.00 12533372

ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, we, **Paul Johnson** of 280 S. Beverly Dr. St. 514, Beverly Hills, California 90212 and **John Garruto** of 4167 Avenida de la Plata #116, Oceanside, California 92056, respectively, do hereby assign, sell and set over to **Alterna Holdings Corporation**, a corporation organized and existing under the laws of the state of California and having a place of business at 2029 Century Park East, Suite 1300, Los Angeles, California 90067 hereinafter referred to as the ASSIGNEE, its successors, assigns or other legal representatives, the entire right, title and interest, domestic and foreign, in and to the inventions and discoveries in

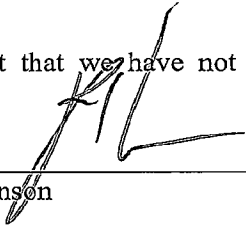
**HAIR CARE COMPONENT AND METHOD OF MANUFACTURE
FOR USE IN A HAIR COLORING SYSTEM**

for which an application for a United States Patent is to be filed or will have been filed on July 31, 2009, as Application Serial No. 12/533,372 (we hereby authorize our attorney to insert the application filing date and serial number when they become known), including the right of said ASSIGNEE, its successors, assigns or other legal representatives to make applications and to receive Letters Patent for said inventions and discoveries in any and all foreign countries in its or their own name or names, or in our names, at its or their election, and we hereby assign, sell and set over to said ASSIGNEE, its successors, assigns or other legal representatives, all rights of priority, including any provisional applications, in and to said inventions and discoveries in all countries, including all applications claiming benefit of the filing date hereof, continuations, continuations-in-part, divisionals, reexaminations and reissue applications.

And we hereby agree for ourselves, our heirs, successors, assigns or other legal representatives to execute any and all papers, including applications for Letters Patent of any and all kinds and in any and all countries and to perform any and all acts which said ASSIGNEE, its successors, assigns or other legal representatives may deem necessary to secure thereto the rights herein assigned, sold and set over.

And we hereby represent and warrant that we have not granted any rights inconsistent with the rights granted herein.

Date: June 30, 2009



Paul Johnson

Date: _____, 20____

John Garruto

ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, we, **Paul Johnson** of 280 S. Beverly Dr. St. 514, Beverly Hills, California 90212 and **John Garruto** of 4167 Avenida de la Plata #116, Oceanside, California 92056, respectively, do hereby assign, sell and set over to **Alterna Holdings Corporation**, a corporation organized and existing under the laws of the state of California and having a place of business at 2029 Century Park East, Suite 1300, Los Angeles, California 90067 hereinafter referred to as the ASSIGNEE, its successors, assigns or other legal representatives, the entire right, title and interest, domestic and foreign, in and to the inventions and discoveries in

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And we hereby agree for ourselves, our heirs, successors, assigns or other legal representatives to execute any and all papers, including applications for Letters Patent of any and all kinds and in any and all countries and to perform any and all acts which said ASSIGNEE, its successors, assigns or other legal representatives may deem necessary to secure thereto the rights herein assigned, sold and set over.

And we hereby represent and warrant that we have not granted any rights inconsistent with the rights granted herein.

Date: _____, 20__

Paul Johnson

Date: June 24, 2009

John Garruto