

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
William Robert Bickford	09/23/2009
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	
Property Type	Number
Application Number:	29343482
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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ATTORNEY DOCKET NUMBER:	09.44D
NAME OF SUBMITTER:	Victoria Palumbo
Total Attachments: 2 source=09-44_assignment-nonprov#page1.tif source=09-44_assignment-nonprov#page2.tif	

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PATENT
REEL: 023324 FRAME: 0608

ASSIGNMENT

WHEREAS, I:

<u>Name</u>	<u>Residence</u>	<u>Citizenship</u>
William Robert BICKFORD	262 Cherokee Street, Ronkonkoma, NY 11779	US

ASSIGNOR, is the inventor of the invention titled **MOLDED MASCARA BRUSH HEAD** for which I executed an application for a Patent of the United States which is identified by Attorney Docket Number: 09.44D / Application Numbers: 29/343,482 Filing Dates: September 14, 2009; 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 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, *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 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.

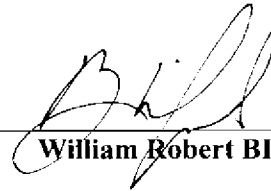
AND I HEREBY further covenant and agree that I will communicate to the *ASSIGNEE*, its successors, legal representatives and assigns, any facts known to me respecting the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, 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 September 23rd, 2009



William Robert BICKFORD