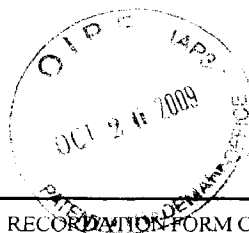


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FORM PTO-1596
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RECORDATION FORM COVER

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PATENTS ONLY

103578420

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereto:

1. Name of conveying party(ies):

1. Chieko YAMAMOTO

2. Name and address of receiving party(ies):

Name: SHISEIDO CO., LTD.

Street Address: 5-5, Ginza 7-chome, Chuo-ku,

City:

State: Tokyo

Zip:

Country: Japan

3. Nature of conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Other

Execution Date: October 1, 2009

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or patent number(s):

If the document is being filed together with a new application, the execution date of the application is: October 1, 2009

A. Patent Application No(s).

Application No. 29/347,044 filed September 3, 2009

B. Patent No(s).

«PATENT» «ISSUED»

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name:

KANESAKA BERNER & PARTNERS

Internal Address:

Street Address: 1700 Diagonal Road, Suite 310

City: Alexandria

State: VA

Zip: 22314

6. Total number of applications and patents involved: one7. Total fee (37 CFR 3.41) \$ 40.00☐ Enclosed☐ Authorized to be charged to deposit account☒ Credit Card payment form enclosed

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.

Manabu Kanesaka, No. 31,467

Name of Person, Registration No.

Signature

October 20, 2009

Date

Total number of pages including cover sheet, attachment, and document:

Total number of pages including cover sheet, attachment, and document:

CMB No. 0851-0011 (exp. 4/94)

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PATENT

REEL: 023420 FRAME: 0236

ASSIGNMENT

For value received, I, Chieko YAMAMOTO having a post office address at c/o Shiseido Co., Ltd., 5-5, Ginza 7-chome, Chuo-ku, Tokyo, Japan hereby sell, assign and transfer to SHISEIDO CO., LTD. a corporation existing under the laws of Japan located at 5-5, Ginza 7-chome, Chuo-ku, Tokyo, Japan and its successors, assigns, and legal representatives the entire right, title, and interest for all countries including the United States of America, in and to certain inventions relating to MASK FOR FACE PACK described in application for Letters Patent of the United States, Serial No. 29/347,044 Filed September 3, 2009 and all patents which may be granted therefor, and all divisions, reissues, continuations and extensions thereof, and authorize and request the Commissioner of Patents and Trademarks to issue all patents on said improvements or resulting therefrom to said Company as assignee of the entire interest, and covenant that I/We have full right so to do, and agree that I/We will communicate to said Company or its representatives any facts known to me/us respecting said improvements and testify in any legal proceedings, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid said Company, its successors, assigns, and nominees, to obtain and enforce proper protection for said invention in the United States.

Signature

Chieko YAMAMOTO

Date

2009. 10. 1

PATENT

REEL: 023420 FRAME: 0237

Docket No.: NOZ-166DES

DESIGN

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Inventor(s): Chieko YAMAMOTO

U.S. Patent Application No.: 29/347,044

Filed: September 3, 2009

For: MASK FOR FACE PACK

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450



Confirmation No. 5398

Group Art Unit: 2913

SUBMISSION OF ASSIGNMENT

Sir:

Submitted herewith is an assignment assigning the application to SHISEIDO CO., LTD.

Attached herewith is a credit card authorization form to cover the recording fee of an assignment in the amount of \$40.00.

Respectfully submitted,

KANESAKA BERNER & PARTNERS

Manabu Kanesaka
Registration No. 31,467

1700 Diagonal Road, Suite 310
Alexandria, Virginia 22314
(703) 519-9785
Facsimile: (703) 519-7769
Date: **October 20, 2009**
MAN/yid

PATENT

RECORDED: 10/20/2009

REEL: 023420 FRAME: 0238