

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jenny DEMARCO	01/25/2010
RECEIVING PARTY DATA	
Name:	MARY KAY INC.
Street Address:	16251 N. Dallas Parkway
City:	Dallas
State/Country:	TEXAS
Postal Code:	75379-9045
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29352060
CORRESPONDENCE DATA	
Fax Number:	(512)536-4598
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	cnorred@fulbright.com
Correspondent Name:	Michael R. Krawzsenek
Address Line 1:	600 Congress Ave.
Address Line 2:	Suite 2400
Address Line 4:	Austin, TEXAS 78701
ATTORNEY DOCKET NUMBER:	MKAY:279USDN/10912703
NAME OF SUBMITTER:	Michael R. Krawzsenek
Total Attachments: 2 source=MKAY279USDN_ASSIGN#page1.tif source=MKAY279USDN_ASSIGN#page2.tif	

OP \$40.00 29352060

501080921

PATENT
REEL: 023875 FRAME: 0654

PATENT
FILE NO. MKAY:279USDN

ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned, does hereby:

SELL, ASSIGN AND TRANSFER to MARY KAY INC. (the "Assignee"), having a place of business at 16251 N. Dallas Parkway, Dallas, Texas 75379-9045, the entire right, title and interest for the United States and all foreign countries in and to any and all improvements which are disclosed in the application for United States Letters Patent, Serial No. 29/352,060, which has been filed on **December 15, 2009** and is entitled "**CONTAINERS, CAPS, AND BASES,**" such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States and all foreign countries on any of such improvements; all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and claim priority based on such application in the United States;

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, when requested and at the expense of the Assignee, to carry out in good faith the intent and purpose of this assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; execute all rightful oaths, declarations, assignments, powers of attorney and other papers; communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; and generally do everything possible which the Assignee shall consider desirable for vesting title to such improvements in the Assignee, and for securing, maintaining and enforcing proper patent protection for such improvements;

TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

The assignment of said invention is effective as of the earlier of (1) the date of execution shown below or (2) the filing date of the first filed of said patent applications.

Signature: _____

Name: Jenny DEMARCO

Date: 1/25/2010

STATE OF TEXAS
COUNTY OF DALLAS

BEFORE ME, the undersigned authority, on this 25 day of January, 2010 personally appeared Jenny DEMARCO, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he/she executed the same of his/her own free will for the purposes and consideration therein expressed.

Nancy K. Pike
Notary or Consular Officer

[SEAL]



FULBRIGHT & JAWORSKI L.L.P.
600 Congress Avenue, Suite 2400
Austin, Texas 78701