

U.S. PTO
29/347479
02/04/2010

NOZ-186DES

FORM PTO-1596 1-31-92		02-22-2010		U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office	
To the Honorable Commissioner of Pa		103589294		original documents or copy thereto:	
1. Name of conveying party(ies): 1. Kinue KOIKE		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: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other		Execution Date: January 25, 2010 Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> 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: 01/25/2010 A. Patent Application No(s). filed B. Patent No(s). «PATENT» «ISSUED» Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> 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: <u>one</u> 7. Total fee (37 CFR 3.41) \$ <u>40.00</u> <input type="checkbox"/> Enclosed <input type="checkbox"/> Authorized to be charged to deposit account <input checked="" type="checkbox"/> 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 Date February 4, 2010 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: 023967 FRAME: 0774

ASSIGNMENT

For value received, I, Kinue KOIKE 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, executed by me/us on this date, 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 *Kinue Koike* Date 2010 / 1 / 25
Kinue KOIKE