

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Kazuyuki UEHARA</td><td>05/18/2010</td></tr><tr><td>Yu SAITO</td><td>05/18/2010</td></tr><tr><td>Kenko KURITA</td><td>05/18/2010</td></tr></tbody></table>		Name	Execution Date	Kazuyuki UEHARA	05/18/2010	Yu SAITO	05/18/2010	Kenko KURITA	05/18/2010
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RECEIVING PARTY DATA									
<table border="1"><tr><td>Name:</td><td>Kao Corporation</td></tr><tr><td>Street Address:</td><td>14-10, Nihonbashi Kayaba-cho 1-chome, Chuo-ku</td></tr><tr><td>City:</td><td>Tokyo</td></tr><tr><td>State/Country:</td><td>JAPAN</td></tr></table>		Name:	Kao Corporation	Street Address:	14-10, Nihonbashi Kayaba-cho 1-chome, Chuo-ku	City:	Tokyo	State/Country:	JAPAN
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PROPERTY NUMBERS Total: 1									
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CORRESPONDENCE DATA									
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ATTORNEY DOCKET NUMBER:	357589US								
NAME OF SUBMITTER:	Mesfin Kassaye								
Total Attachments: 2 source=357589USAssignment#page1.tif source=357589USAssignment#page2.tif									

OP \$40.00 29359204

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PATENT
REEL: 024471 FRAME: 0470

357589US41DES

Assignment of Application

INSERT NAMES
AND RESIDENCE
ADDRESS OF
THE INVENTORS

WHEREAS, I (WE) Kazuyuki UEHARA of Sumida-ku, Tokyo, Japan;

Yu SAITO of Sumida-ku, Tokyo, Japan; and

Kenko KURITA of Sumida-ku, Tokyo, Japan

, respectively,

INSERT TITLE OF
INVENTION:

have invented certain new and useful improvements in: DEVICE FOR APPLYING LIP COSMETICS

(Application No. 29/359,204, filed April 7, 2010), and

WHEREAS, Kao Corporation

INSERT NAME
AND ADDRESS OF
COMPANY OR
OTHER ASSIGNEE

(hereinafter referred to as "ASSIGNEE") having a place of business at: 14-10, Nihonbashi Kayaba-cho 1-chome, Chuo-ku, Tokyo, Japan is desirous of acquiring the entire right, title and interest in and to said invention and in and to any Letters Patent that may be granted therefore in the United States and its territorial possessions and in any and all foreign countries;

NOW, THEREFORE, in consideration of the sum of FIVE DOLLARS (\$5.00), the receipt whereof is hereby acknowledged, and for other good and valuable consideration, I (WE), by these presents do sell, assign and transfer unto said ASSIGNEE, the full and exclusive right to the said invention in the United States and its territorial possessions and in all foreign countries and the entire right, title and interest in and to any and all Letters Patent which may be granted therefor in the United States and its territorial possessions and in any and all foreign countries and in and to any and all divisions, reissues, continuations, substitutions and renewals thereof.

I (WE) hereby authorize and request the Patent Office Officials in the United States and its territorial possessions and any and all foreign countries to issue any and all of said Letters Patent, when granted, to said ASSIGNEE as the assignee of my (our) entire right, title and interest in and to the same, for the sole use and behoof of said ASSIGNEE, its (his) successors and assigns, to the full end of the term for which said Letters Patent may be granted, as fully and entirely as the same would have been held by me (us) had this Assignment and sale not been made.

07/09

Further, I (WE) agree that I (WE) will communicate to said ASSIGNEE or its (his) representatives any facts known to me (us) respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letter Patent to be issued to said ASSIGNEE, make all rightful oaths, and, generally do everything possible to aid said ASSIGNEE, its (his) successors and assigns, to obtain and enforce proper protection for said invention in the United States and its territorial possessions and in any and all foreign countries.

The undersigned hereby grant(s) the firm of Oblon, Spivak, McClelland, Maier & Neustadt, L.L.P. of 1940 Duke Street, Alexandria, Virginia 22314 the power to insert on this assignment any further identification, including the application number and filing date, which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Date: May 18, 2010

Kazuyuki Uehara
(Signature of Inventor) Kazuyuki UEHARA

Date: May 18, 2010

Yu Saito
(Signature of Inventor) Yu SAITO

Date: May 18, 2010

Kenko Kurita
(Signature of Inventor) Kenko KURITA

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