

# PATENT ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Daniella Karine BROCHADO</td> <td>05/20/2010</td> </tr> <tr> <td>Pedro Habesh OLIVEIRA</td> <td>05/20/2010</td> </tr> <tr> <td>Celine SHIM</td> <td>06/09/2010</td> </tr> <tr> <td>Lidiane Martinelli TIVELLI</td> <td>06/07/2010</td> </tr> </tbody> </table>		Name	Execution Date	Daniella Karine BROCHADO	05/20/2010	Pedro Habesh OLIVEIRA	05/20/2010	Celine SHIM	06/09/2010	Lidiane Martinelli TIVELLI	06/07/2010
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<b>RECEIVING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>NATURA COSMETICOS S.A.</td> </tr> <tr> <td>Street Address:</td> <td>Rodovia Regis Bittencourt, Km 293</td> </tr> <tr> <td>City:</td> <td>06882-700 Itapecerica da Serra SP</td> </tr> <tr> <td>State/Country:</td> <td>BRAZIL</td> </tr> </table>		Name:	NATURA COSMETICOS S.A.	Street Address:	Rodovia Regis Bittencourt, Km 293	City:	06882-700 Itapecerica da Serra SP	State/Country:	BRAZIL		
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<b>PROPERTY NUMBERS Total: 1</b>											
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<b>CORRESPONDENCE DATA</b>											
<p>Fax Number: (703)739-9577  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 703-739-4900        Email: iplaw@stites.com        Correspondent Name: STITES &amp; HARBISON PLLC        Address Line 1: 1199 NORTH FAIRFAX STREET, SUITE 900        Address Line 2: B. AARON SCHULMAN        Address Line 4: ALEXANDRIA, VIRGINIA 22314</p>											
ATTORNEY DOCKET NUMBER:	P09905US00/BAS										
NAME OF SUBMITTER:	Stacy Johnson										
<p>Total Attachments: 4          source=P09905US00Assignment#page1.tif</p>											

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**PATENT**  
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## ASSIGNMENT OF PATENT APPLICATION

(US rights only - all US rights assigned by inventors to a single assignee)

WHEREAS,

- 1) Daniella Karine BROCHADO
- 2) Pedro Habesh OLIVEIRA
- 3) Celine SHIM
- 4) Lidiane Martinelli TIVELLI

residing respectively at

- 1) Rua Cajaíba, 1191 - apto. 44-A Pompéia, 04809-260 São Paulo SP, BRAZIL
- 2) Rua do Simbolo, 110 - apto. 132 Bloco 1 - Morumbi, 05713-570 São Paulo SP, BRAZIL
- 3) Rua Paderewsky, 67, Santana, 02019-030 São Paulo SP, BRAZIL
- 4) Av. Washington Luis, 2900 ap. 124 torre - Parque Prado, 13042-902 Campinas SP, BRAZIL

(hereinafter referred to as the "ASSIGNOR") has/have invented certain new and useful improvements in CONTAINER, LID AND REFILL

for which an application for a United States Patent

- ☒ was executed on even date herewith
- ☐ was executed on
- ☒ was filed on November 4, 2009, as Serial No.: 29/346,695

And WHEREAS, **Natura Cosméticos S.A.**

whose Post Office Address is Rodovia Régis Bittencourt, Km 293, 06882-700 Itapeverica da Serra SP, BRAZIL

(hereinafter referred to as the "ASSIGNEE") is desirous of acquiring the entire right, title and interest in and to said application and the invention(s) and improvement(s) therein disclosed, for the United States of America, and any Letters Patent which may issue therefor in the United States and all divisions, continuations, reissues, renewals and/or extensions thereof.

NOW THEREFORE in consideration of the sum of ten U.S. dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR does hereby assign, sell, transfer and set over unto the ASSIGNEE the entire right, title and interest in and to said application and the invention(s) and improvement(s) therein disclosed, for the United States of America, and any Letters Patent which may issue therefor in the United States and all divisions, continuations, reissues, renewals and/or extensions thereof, said ASSIGNEE to have and to hold the interests herein assigned to the full ends of the terms of said Letters Patent and any and all divisions, continuations, reissues, renewals and/or extensions thereof, respectively, as fully and entirely as the same would have been held and enjoyed by the ASSIGNOR had this assignment not been made.

And for the consideration aforesaid, ASSIGNOR agrees that ASSIGNOR will communicate to said ASSIGNEE or the representatives thereof any facts known to ASSIGNOR respecting the invention(s) and improvement(s) of the said United States application, and will,

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- 1 -

**Stites & Harbison PLLC** • 1199 North Fairfax Street • Suite 900 • Alexandria Virginia 22314

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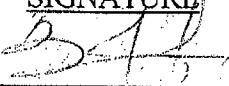
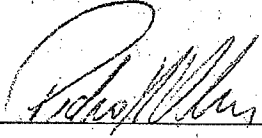
**PATENT**  
**REEL: 024544 FRAME: 0302**

upon request, but without expense to ASSIGNOR, testify in any legal proceedings, sign all lawful papers, execute all divisional, reissue, continuation, renewal and/or extension applications, make all rightful oaths, and generally do all other and further lawful acts, deemed necessary or expedient by said ASSIGNEE or by counsel for said ASSIGNEE, to assist or enable said ASSIGNEE to obtain and enforce full benefits from the rights and interests herein assigned.

This assignment shall be binding upon the ASSIGNOR's heirs, executors, administrators, successors and/or assigns, and shall inure to the benefit of the heirs, executors, administrators, successors, and/or assigns, as the case may be, of the ASSIGNEE.

The Commissioner of Patents is requested to issue such Letters Patent in accordance with this assignment.

I hereby authorize and request any attorney of record in said Application or any attorney of Stites & Harbison, PLLC, Customer Nos. 881, 24350 or 32885, to insert above any information concerning the identity of the parties or of said Application (including the serial no. and filing date).

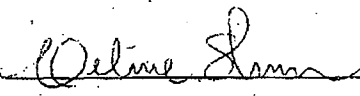
<u>NAME</u>	<u>SIGNATURE</u>	<u>DATE</u>
1) Daniella Karine BROCHADO		20/05, 2000
2) Pedro Habesh OLIVEIRA		20/05, 2000
3) Celine SHIM		, 2000
4) Lidiane Martinelli TIVELLI		, 2000

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<u>NAME</u>	<u>SIGNATURE</u>	<u>DATE</u>
1) Daniella Karine BROCHADO	_____	_____, 200__
2) Pedro Habesh OLIVEIRA	_____	_____, 200__
3) Celine SHIM		09/16/2000
4) Lidiane Martinelli TIVELLI	_____	_____, 200__

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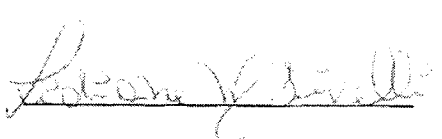
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