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To the Director of the United States Pat

and the attached original documents or copies thereof.

1. Name of conveying party(ies):

**Yumiko ISHIMATSU
 Shunsuke IRIYAMA
 Shigeyoshi FUJIWARA
 Tsutomu SOMA
 Jiro KISHIMOTO**

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

**Shiseido Company, Ltd.
 5-5, Ginza 7-chome
 Chuo-ku, Tokyo 104-8010 Japan**

Additional conveying party(ies) **NO**

3. Nature of conveyance:

ASSIGNMENT

Execution Date:

July 9, 2010

Additional name(s) & address(es) attached? **NO**

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

If this is being filed together with a new application, the execution date of the application is:

July 9, 2010

A. Patent Application Number(s):

Unassigned

B. Patent Number(s):

Additional numbers attached? **NO**

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

**Stephen B. Maebius
 FOLEY & LARDNER LLP
 3000 K Street, N.W.
 Suite 600
 Washington, D.C. 20007-5143**

6. Total number of applications/patents involved: **1**

7. Total fee (37 C.F.R. § 3.41): **\$40.00**

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To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. The Commissioner is hereby authorized to charge any additional recordation fees which may be required in this matter to the above-identified deposit account.

Stephen B. Maebius

July 20, 2010

Name of person signing

Signature

Date

Total number of pages including cover sheet, attachments, and document: **2**

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IN CONSIDERATION of the sum of One Dollar (\$1.00), and of other good and valuable consideration paid to the undersigned inventor(s) (hereinafter "ASSIGNOR") by

SHISEIDO COMPANY, LTD.

5-5, Ginza 7-chome, Chuo-ku, Tokyo 104-8010, Japan

12/732473

(Insert
ASSIGNEE's
Name(s)
Address(es))

(hereinafter "ASSIGNEE"), the receipt of which is hereby acknowledged, the undersigned ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE the entire and exclusive right, title and interest to the invention entitled

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(Title of
Invention)

relating to International Patent Application PCT/JP 2009 / 050884 and/or for which application for Letters Patent of the United States was executed on even date herewith or, if not so executed, was:

(Insert date
of execution
of application,
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(a) executed on _____;

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Serial No. _____ / _____;

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and to said application and all Letters Patent(s) of the United States granted on said application and any continuation, division, renewal, substitute, reissue or reexamination application based thereon, for the full term or terms for which the said Letters Patent(s) may be granted and including any extensions thereof (collectively, hereinafter, "said application(s) and Letters Patent(s)").

The ASSIGNOR agree(s), when requested by said ASSIGNEE and without charge to but at the expense of said ASSIGNEE, to do all acts which the ASSIGNEE may deem necessary, desirable or expedient, for securing, maintaining and enforcing protection for said invention, including in the preparation and prosecution of said application(s) and the issuance of said Letters Patent(s), in any interference, reissue, reexamination, or public use proceeding, and in any litigation or other legal proceeding which may arise or be declared in relation to same, such acts to include but not be limited to executing all papers, including separate assignments and declarations, taking all rightful oaths, providing sworn testimony, and obtaining and producing evidence.

IN WITNESS WHEREOF, the undersigned inventor(s) has (have) affixed his/her/their signature(s).

(Signatures)

1) <u>Yumiko Ishimatsu</u> (SIGNATURE)	Yumiko Ishimatsu (TYPE NAME)	July 9, 2010 (DATE)
2) <u>Shunsuke Iriyama</u> (SIGNATURE)	Shunsuke Iriyama (TYPE NAME)	July 9, 2010 (DATE)
3) <u>Shigeyoshi Fujiwara</u> (SIGNATURE)	Shigeyoshi Fujiwara (TYPE NAME)	July 9, 2010 (DATE)
4) <u>Tsutomu Soma</u> (SIGNATURE)	Tsutomu Soma (TYPE NAME)	July 9, 2010 (DATE)
5) <u>Jiro Kishimoto</u> (SIGNATURE)	Jiro Kishimoto (TYPE NAME)	July 9, 2010 (DATE)
6) _____ (SIGNATURE)	_____ (TYPE NAME)	_____ (DATE)
7) _____ (SIGNATURE)	_____ (TYPE NAME)	_____ (DATE)
8) _____ (SIGNATURE)	_____ (TYPE NAME)	_____ (DATE)

PATENT

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