

# PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Michelle HINES	06/18/2010
Tiffany FLORENCE	08/03/2010
<b>RECEIVING PARTY DATA</b>	
Name:	MARY KAY INC.
Street Address:	16251 N. Dallas Parkway
City:	Dallas
State/Country:	TEXAS
Postal Code:	75379-9045
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	12768450
<b>CORRESPONDENCE DATA</b>	
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:	Casey Norred c/o Michael R. Krawzsenek
Address Line 1:	600 Congress Ave.
Address Line 2:	Suite 2400
Address Line 4:	Austin, TEXAS 78701
ATTORNEY DOCKET NUMBER:	MKAY.P0186US/11004306
NAME OF SUBMITTER:	Michael R. Krawzsenek
<p>Total Attachments: 4</p> <p>source=MKAYP0186US-Assignment#page1.tif</p> <p>source=MKAYP0186US-Assignment#page2.tif</p> <p>source=MKAYP0186US-Assignment#page3.tif</p>	

OP \$40.00 12768450

**501257529**

**PATENT**  
**REEL: 024813 FRAME: 0857**



ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned, do 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. **12/768,450**, which has been filed on **April 27, 2010** and is entitled "**BOTANICAL ANTI-ACNE FORMULATIONS**," which claims priority to U.S. Provisional Application No. 61/173,042, filed April 27, 2009, 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: Michelle D. Hines Date: 6/18/2010  
Name: Michelle HINES

STATE OF TEXAS  
COUNTY OF DENTON

BEFORE ME, the undersigned authority, on this 18 day of JUNE, 2010 personally appeared Michelle HINES, 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]



Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Name: Tiffany FLORENCE

STATE OF \_\_\_\_\_  
COUNTY OF \_\_\_\_\_

BEFORE ME, the undersigned authority, on this \_\_\_\_ day of \_\_\_\_\_, 2010 personally appeared Tiffany FLORENCE, 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.

\_\_\_\_\_  
Notary or Consular Officer

[SEAL]

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

ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned, do 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. **12/768,450**, which has been filed on **April 27, 2010** and is entitled "**BOTANICAL ANTI-ACNE FORMULATIONS**," which claims priority to U.S. Provisional Application No. 61/173,042, filed April 27, 2009, 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: Michelle HINES

Date: \_\_\_\_\_

STATE OF \_\_\_\_\_  
COUNTY OF \_\_\_\_\_

BEFORE ME, the undersigned authority, on this \_\_\_\_ day of \_\_\_\_\_, 2010 personally appeared Michelle HINES, 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.

\_\_\_\_\_  
Notary or Consular Officer

[SEAL]

Signature: T Florence  
Name: Tiffany FLORENCE

Date: 8/3/10

STATE OF Texas  
COUNTY OF Dallas

BEFORE ME, the undersigned authority, on this 9<sup>th</sup> day of AUGUST, 2010 personally appeared Tiffany FLORENCE, 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]



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Austin, Texas 78701