

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Hy Si BUI	07/23/2010
Mohamed KANJI	07/23/2010
Anita Chon TONG	07/23/2010
RECEIVING PARTY DATA	
Name:	L'Oreal S.A.
Street Address:	14, rue Royale
City:	Paris
State/Country:	FRANCE
Postal Code:	75008
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12825633
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	361157US
NAME OF SUBMITTER:	Tiffany Tillett
Total Attachments: 2 source=361157USAssignment-9-13-2010#page1.tif source=361157USAssignment-9-13-2010#page2.tif	

OP \$40.00 12825633

Docket No. 361157US

Assignment of Application

INSERT NAMES AND RESIDENCE ADDRESS OF THE INVENTORS:

WHEREAS, I (WE) 1.) Hy Si BUI 2.) Mohamed KANJI 3.) Anita Chon TONG

1.) 47 Hedgerow Street, Piscataway, NJ 08854

2.) 76 Heman Street, Edison, NJ 08837

3.) 206 Elmer St 2nd Fl Westfield, NJ 07090 Wood, NJ 07027

INSERT TITLE OF INVENTION:

_____ , respectively, have invented certain new and useful improvements in: ENHANCED SHINE AND MOISTURE LIP COMPOSITION

(Application No. 12/825,633 , filed June 29, 2010), and

INSERT NAME AND ADDRESS OF COMPANY OR OTHER ASSIGNEE:

WHEREAS, L'Oréal S.A.

(hereinafter referred to as "ASSIGNEE") having a place of business at: 14, rue Royale, Paris France 75008 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 (including the right to claim priority under the terms of the International Convention and other relevant International Treaties and Arrangements from the aforesaid application(s)) 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.

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: 7/23/10 _____
 (Signature of Inventor) Hy Si BUI

Date: 7/23/10 _____
 (Signature of Inventor) Mohamed KANJI

Date: Jul 23 '10 _____
 (Signature of Inventor) Anita Chon TONG

Date: _____
 (Signature of Inventor) _____

Date: _____
 (Signature of Inventor) _____

Date: _____
 (Signature of Inventor) _____

OBLON, SPIVAK, McCLELLAND, MAIER & NEUSTADT, L.L.P.
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