

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Vincent Siviglia	09/03/2010
Michael Murello	09/03/2010
RECEIVING PARTY DATA	
Name:	Innovative Cosmetic Concepts LLC
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State/Country:	NEW YORK
Postal Code:	10018
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29345554
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NAME OF SUBMITTER:	Steven Stern
Total Attachments: 2 source=ASSIGNMENT#page1.tif source=ASSIGNMENT#page2.tif	

OP \$40.00 29345554

Assignment of Executed Patent Application

Date: September 3, 2010

Assignor: Vincent Siviglia
Address: 7 Meadow Lane
Rockville Center NY 11570

Assignor: Michael Murello
Address: 5 Tiverton Court
Freehold New Jersey 07728

Assignee: INNOVATIVE COSMETIC CONCEPTS LLC
Address: 1430 Broadway, 4th Floor
New York, New York 10018
USA

If there is more than one Assignor or Assignee, the words "Assignor" and "Assignee" shall include them.

This assignment relates to a United States patent application, Serial No. 29/345,554, filed on October 19, 2010 and entitled:

COSMETIC CASE

This patent application is called "the Patent Application".

Assignor has received Ten Dollars (\$10.00) and other good and valuable consideration for this assignment.

Assignor assigns to Assignee all of Assignor's right, title and interest in the Patent Application, the invention described and claimed in the Patent Application, and all patents that may issue based on the invention and on the Patent Application in the United States *and in every foreign country*. Assignor also assigns to Assignee all priority rights in the Patent Application.*

*In those countries where permitted, the Assignor authorizes the Assignee to apply for patents for the invention directly in Assignee's name.** Assignor authorizes the Commissioner of Patents and Trademarks or other governmental authority to issue all patents for the invention directly to Assignee.

Assignor states that Assignor has the right to grant to Assignee the rights which are assigned by this assignment. Assignor will sign any additional documents as may be needed to carry out the purpose of this assignment.

This assignment is binding on all parties who lawfully succeed to the rights of or take the place of Assignor or Assignee.

The undersigned hereby grant(s) to the firm of Gottlieb, Rackman & Reisman, 270 Madison Avenue, New York, New York 10016-0601, the power to insert on this assignment any further

* Strike italicized sections *only if foreign rights are not intended to be assigned.*

identification of, or information pertaining to, the Patent Application, and/or to correct any clerical error in such identification or information, which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office concerning recordation of this document.

The effective date of this assignment is the date at the top of this assignment.

TYPED OR PRINTED NAME(S)	DATE	SIGNATURE(S)
<u>Vincent Siviglia</u>	<u>9/8/10</u>	<u>[Signature]</u>
<u>Michael Murello</u>	<u>9/8/10</u>	<u>[Signature]</u>

Filed by NY dk

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STATE OF NEW YORK
COUNTY OF NY

On September 8th, 2010, before me personally came **Vincent Siviglia** to me known to be the Assignor(s) described in and who executed the foregoing Assignment, and the Assignor(s) duly acknowledged to me execution of the same.

[Signature]
Notary Public

STATE OF NEW YORK
COUNTY OF NY

On September 8th, 2010, before me personally came **Michael Murello** to me known to be the Assignor(s) described in and who executed the foregoing Assignment, and the Assignor(s) duly acknowledged to me execution of the same.

[Signature]
Notary Public

NEVILLE W WARREN
Notary Public - State of New York
NO. 01WA6133981
Qualified in Queens County
My Commission Expires 9-19-13

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