

PATENT ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Kari Whitman	06/05/2009
RECEIVING PARTY DATA	
Name:	Wall Makeup, LLC
Street Address:	1201 Larrabee Street
City:	West Hollywood
State/Country:	CALIFORNIA
Postal Code:	90069
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12436677
CORRESPONDENCE DATA	
Fax Number:	(562)252-4850
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	562-305-5464
Email:	heidi@lozaip.com
Correspondent Name:	Heidi L. Eisenhut
Address Line 1:	305 N. Second Ave. #127
Address Line 4:	Upland, CALIFORNIA 91786
NAME OF SUBMITTER:	Heidi Eisenhut
Total Attachments: 2 source=WALL-1001 executed assignment#page1.tif source=WALL-1001 executed assignment#page2.tif	

OP \$40.00 12436677

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REEL: 025115 FRAME: 0194

Docket No. WALL-1001

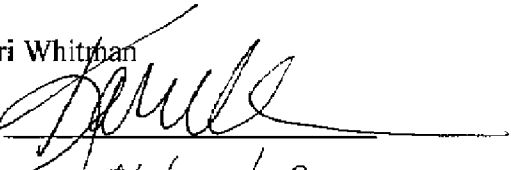
ASSIGNMENT

For valuable consideration, I, Kari Whitman of West Hollywood, California USA and a citizen of the United States ("the Assignor"); hereby assign to Wall Makeup, LLC, a California Limited Liability Company having an address at 1201 Larrabee Street, West Hollywood, CA 90069, (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the invention and improvements which are the subject of an application for United States Patent filed on July 13, 2006, assigned U.S. Serial No. 11/485,697 and entitled PAINT COLOR SELECTION SYSTEM AND METHOD, and related applications and patents, this assignment including said application, any and all United States and foreign patents granted for any of said inventions or improvements, including all utilities, divisions, continuations, reissues, continuations-in-part and extensions thereof, and the right to claim priority based on the filing date of said application and based on the filing date of any provisional application of which said application claims the benefit under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and I authorize the Assignee to apply in all countries in my name or in its own name for patents and like rights of exclusion and for inventor's certificates for said inventions and improvements; and I agree for myself and my heirs, legal representatives and assigns, without further compensation, upon request to perform such lawful acts, to promptly provide Assignee with all pertinent facts and documents relating to said invention or application as may be known and accessible to me, to testify in any interference or litigation related to said invention or application and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this Assignment

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The Assignor hereby covenants that no assignment, sale, agreement, or encumbrance has been or will be made or entered into which would conflict with this Agreement.

Name: Kari Whitman

Signature: Date: 06/05/09