

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Celine Gauche	03/21/2011
Jamie Anthony Hawkes	03/16/2011
David Malcolm Lewis	03/24/2011
<b>RECEIVING PARTY DATA</b>	
Name:	Perachem Limited
Street Address:	Green Lane Business Park, Green Lane
Internal Address:	Yeadon, Leeds
City:	Yorkshire
State/Country:	UNITED KINGDOM
Postal Code:	LS19 7XP
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	13119188
<b>CORRESPONDENCE DATA</b>	
Fax Number:	(518)449-0047
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	518-449-0044
Email:	vfleming@hoffmanwarnick.com
Correspondent Name:	Hoffman Warnick LLC
Address Line 1:	75 State Street
Address Line 2:	14th Floor
Address Line 4:	Albany, NEW YORK 12207
ATTORNEY DOCKET NUMBER:	Y16613
NAME OF SUBMITTER:	Stephen F. Swinton, Jr.
Total Attachments: 2 source=Y16613_Signed_Assignment#page1.tif source=Y16613_Signed_Assignment#page2.tif	

OP \$40.00 13119188

ASSIGNMENT

Whereas, the undersigned Inventor(s) has/have made certain inventions, improvements, and discoveries (herein referred to as the "Invention") in:

Title of the Invention: **Hair Treatment Methods**

and further identified by the Perachem Limited Docket Number provided above in the header of this Assignment, for which an application for a United States Patent was executed concurrently herewith or was filed having:

Serial Number: 13/119,188 (insert series code and serial number here if/when available)

Whereas, Perachem Limited, a corporation of Yorkshire having a place of business at Green Lane Business Park, Green Lane, Yeadon, Leeds, Yorkshire, Great Britain, desires to acquire, and each undersigned Inventor desires to grant to "Perachem Limited," the entire worldwide right, title, and interest in and to the Invention and in and to any and all patent applications and patents directed thereto;


Now, therefore, for good and valuable consideration, the receipt and sufficiency thereof being hereby acknowledged, each undersigned Inventor ("ASSIGNOR") hereby sells, assigns, and otherwise transfers to Perachem Limited (the "ASSIGNEE"), its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the Invention, the above-identified United States patent application, and any and all other patent applications and patents for the Invention which may be applied for or granted therefore in the United States and in all foreign countries and jurisdictions, including all divisions, continuations, reissues, reexaminations, renewals, extensions, counterparts, substitutes, and extensions thereof, and all rights of priority resulting from the filing of such applications and granting of such patents. In addition, each undersigned Inventor hereby authorizes and requests the Director of the United States Patent and Trademark Office to issue any United States Patent, and foreign patent authorities to issue any foreign patent, granted for the Invention, to Perachem Limited, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the same to be held and enjoyed by Perachem Limited, its successors, legal representatives, and assigns to the full end of the terms for which any and all such patents may be granted, as fully and entirely as would have been held and enjoyed by the undersigned had this Assignment not been made; and each undersigned Inventor agrees to execute any and all documents and instruments and perform all lawful acts reasonably related to recording this Assignment or perfecting title to the Invention and all related patents and applications, in Perachem Limited, its successors, legal representatives, and assigns, whenever requested by Perachem Limited, its successors, legal representatives, or assigns.

Each undersigned Inventor acknowledges their prior and ongoing obligations to sell, assign, and transfer the rights under this Assignment to Perachem Limited and is unaware of any reason why they may not have the full and unencumbered right to sell, assign, and transfer the rights hereby sold, assigned, and transferred, and has not executed, and will not execute, any document or instrument in conflict herewith. Each undersigned Inventor also hereby grants Perachem Limited its successors, legal representatives, and assigns, the right to insert in this Assignment any further identification (including, but not limited to, patent application Serial Number) which may be necessary or desirable for recordation of this Assignment. This Assignment is governed by the substantive laws of the State of New York, and any disputes will be resolved in a New York state court or federal court sited in New York.

[Inventor Signature Pages Follow]

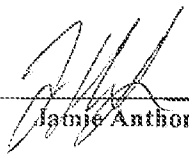
Executed by Inventor 1 of 3

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Signature:  Date: 21/03/2011  
Celine Gauche

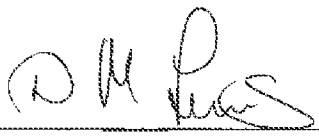
Executed by Inventor 2 of 3

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Signature:  Date: 16/03/2011  
Jamie Anthony Hawkes

Executed by Inventor 3 of 3

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Signature:  Date: 24/03/2011  
David Malcolm Lewis