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RECORDATION FORM COVER SHEET
PATENTS ONLY 02842PWOU

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Beiersdorf AG

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: GEKA GmbH

Street Address: Waizendorf 3

City: D-91572 Bechhofen
State: _____
Country: Germany Zip: _____

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance/Execution Date(s):
Execution Date(s) March 15, 2011
 Assignment
 Security Agreement Change of Name
 Joint Research Agreement
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other _____

4. Application or patent number(s):
A. Patent Application No.(s)

Additional numbers attached? Yes No

This document is being filed together with a new application.
B. Patent No.(s)

7,325,550
patented February 05, 2008

5. Name and address to whom correspondence concerning document should be mailed:
Name: Paul Vincent
Internal Address: _____
Street Address: Gartenstrasse 16a
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State: Germany Zip: _____
Phone Number: +49-(0)8322 987 297
Fax Number: +49-(0)8322 987 299
Email Address: p.vincent@t-online.de

6. Total number of applications and patents involved: 1
7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40
 Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed
 None required (government interest not affecting title)

8. Payment Information
a. Credit Card Last 4 Numbers 6169
Expiration Date 07/2014
b. Deposit Account Number _____
Authorized User Name _____

9. Signature: /Paul Vincent/ May 03, 2011
Signature Date
Paul Vincent
Name of Person Signing
Total number of pages including cover sheet, attachments, and documents: 3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

OP \$40.00 732555

Atty. Docket No. 02842PWOUS

PATENT OR DESIGN: SOLE OR JOINT

(U.S. and Foreign Rights)
ASSIGNMENT FOR
UNITED STATES
PATENT

(Sole or Joint Inventors)

WHEREAS:

*FULL NAME(S) AND Beiersdorf AG POST OFFICE ADDRESS(S)
Unnastrasse 48 OF INVENTOR(S) D-20253 Hamburg / Germany
(including country)*

(hereinafter referred to as ASSIGNOR), having received ownership, via Assignment recorded as reel/frame 016233/0084 on November 11, 2003, of US patent entitled:

TITLE OF INVENTION

APPLICATOR FOR LIQUID OR PASTE-LIKE MEDIA, IN PARTICULAR
DECORATIVE COSMETICS SUCH AS MASCARA

for which Letters Patent of the United States was granted as patent number US 7,325,550 on February 05, 2008

WHEREAS:

*FULL NAME AND GEKA GmbH ADDRESS
Waizendorf 3 (including country) D-91572
Bechhofen OF ASSIGNEE Germany*

(hereinafter referred to as ASSIGNEE), was desirous of acquiring the entire interest in, to and under said invention and in, to and under Letters Patent or similar legal protection to be obtained therefor in the United States and in any and all foreign countries

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that in consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration, ASSIGNOR hereby acknowledges, sale, assignment, and transfer, to ASSIGNEE of the full and exclusive right, title and interest to said invention in the United States and its territorial possessions and in all foreign countries and to all Letters Patent or similar legal protection in the United States and its territorial possessions and in any and all foreign countries to be obtained for said invention by said application or any continuation, division, renewal, substitute or reissue thereof or any legal equivalent thereof in a foreign country for the full term or terms for which the same may be granted.

(Assignment for United States Patent -page 1 of 2)

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale;

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents in foreign countries as may be known and accessible to ASSIGNOR required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, I/We have hereunto set hand and seal this

Signature: Beiersdorf AG
March 15, 2011

H.-H. Bernhardt

Vice President General
Counsel and Taxation

Beiersdorf AG

Unnastraße 48
D-20245 Hamburg

SIGNATURE(S)

The signature(s) must correspond with the name(s) of the inventor(s) above

R. Hansert



Corporate Director
Intellectual Property

Instruction All information, names of inventor(s) and assignee, title of sheet for invention and particulars of application should be completed. assignment No witnessing or legalization is necessary. However, if this Signing assignment is legalized then it will only be prima facie evidence

of the execution of the assignment.

(Assignment for United States Patent -page 2 of 2)