

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Michael DeGeorge	03/25/2011
Jeremy Puco	03/24/2011
Delphine Allard	04/04/2011
RECEIVING PARTY DATA	
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State/Country:	FRANCE
Postal Code:	75008
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13060948
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ATTORNEY DOCKET NUMBER:	22202-00009-US
NAME OF SUBMITTER:	Burton A. Amernick
Total Attachments: 3 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif	

OP \$40.00 13060948

ASSIGNMENT BY INVENTORS

THIS ASSIGNMENT, made by Michael DeGeorge; Jeremy Puco; and Delphine Allard (hereinafter referred to as Assignors), residing at 1 Rolling Knolls Drive, Middletown, New Jersey 07748; 17 South Hillside Drive, Budd Lake, New Jersey 07828; and 11 rue Cardinal Mercier, 75009 Paris, FRANCE, respectively;

WHEREAS, Assignors have invented certain new and useful improvements in **METHODS AND KITS FOR PROVIDING LIFT AND THEN A PERMANENT COLOR TO HAIR**, set forth in a Patent application for which an International Application was filed on August 28, 2009, PCT/IB2009/007034, designating the United States; and

WHEREAS, L'OREAL, a Corporation organized under and pursuant to the laws of France having its principal place of business at 14 rue Royale, 75008 Paris, FRANCE (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title and interest in and to said inventions and said Application for Letters Patent of the United States, and in and to any Letters Patent of the United States to be obtained therefore and thereon.

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and sufficient consideration, the receipt of which is hereby acknowledged, Assignors have sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions and application for Letters Patent, and in and to any and all direct and indirect divisions, continuations and continuations-in-part of said application, and any and all Letters Patent in the United States and all foreign countries which may be granted therefor and thereon, and reissues, reexaminations and extensions of said Letters Patent, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent may be granted and/or extended, as fully and entirely as the same would have been held and enjoyed by Assignors, had this sale and assignment not been made.

AND for the same consideration, Assignors hereby represent and warrant to Assignee, its successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, except for any rights, titles and/or interests that have arisen to Assignee under law or that have already been transferred to Assignee, Assignors are the sole and lawful owners of the entire right, title and interest in and to the said inventions and application for Letters Patent above-mentioned, and that the same are unencumbered and that Assignors have good and full right and lawful authority to sell and convey the same in the manner herein set forth.

AND for the same consideration, Assignors hereby covenant and agree to and with Assignee, its successors, legal representatives and assigns, that Assignors will sign all papers and documents, take all lawful oaths and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of any Letters Patent and applications for Letters Patent for said inventions, without charge to Assignee, its successors, legal representatives and assigns, whenever counsel of Assignee, or counsel of its successors, legal representatives and assigns, shall advise: that any proceeding in connection with said inventions, or said Patent application for Letters Patent, or any proceeding in connection with any Letters Patent or applications for Letters Patent for said inventions in any country, including but not limited to interference proceedings, is lawful and desirable; or, that any division, continuation or continuation-in-part of any application for Letters Patent, or any reissue, reexamination or extension of any Letters Patent, to be obtained thereon, is lawful and desirable.

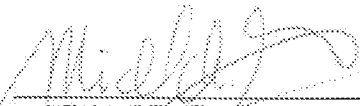
AND Assignors hereby request the Commissioner of Patent and Trademarks to issue said Letters Patent of the United States to Assignee, as Assignee of said inventions and the Letters Patent to be issued thereon, for the sole use and benefit of Assignee, its successors, legal representatives and assigns.

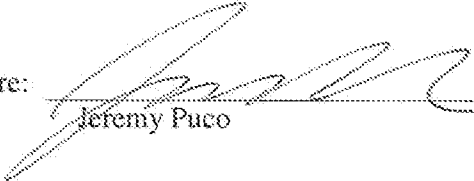
AND Assignors hereby grant the following individuals the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document:

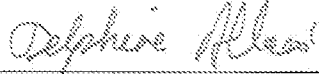
CONNOLLY BOVE LODGE & HUTZ LLP

All practitioners at Customer Number 30678

AND Assignors acknowledge an obligation of assignment of this invention to Assignee at the time the invention was made.

Date: March 25, 2011 Signature: 
Michael DeGeorge

Date: March 24, 2011 Signature: 
Jeremy Puco

Date: April 4, 2011 Signature: 
Delphine Allard