

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Yuki Sasao	02/08/2011
Yasue Yamazaki	02/08/2011
RECEIVING PARTY DATA	
Name:	HOYU CO., LTD.
Street Address:	501, Tokugawa 1-chome
Internal Address:	Higashi-ku, Nagoya-shi
City:	Aichi-ken
State/Country:	JAPAN
Postal Code:	461-8650
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13131437
CORRESPONDENCE DATA	
Fax Number:	(612)359-9349
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	612-677-9050
Email:	JoAnn.Lindman@stwiplaw.com
Correspondent Name:	SEAGER, TUFTE & WICKHEM, LLC
Address Line 1:	1221 Nicollet Avenue
Address Line 2:	Suite 800
Address Line 4:	Minneapolis, MINNESOTA 55403-2420
ATTORNEY DOCKET NUMBER:	1018.1287101
NAME OF SUBMITTER:	Glenn M. Seager
Total Attachments: 1 source=Assignment#page1.tif	

CH \$40.00 13131437

ASSIGNMENT OF APPLICATION

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the undersigned inventor(s) hereby:

1) Sell(s), assign(s) and transfer(s) to

HOYU CO., LTD.

(hereinafter referred to as "ASSIGNEE"), which has a business office at

501, Tokugawa 1-chome, Higashi-ku, Nagoya-shi, Aichi-ken 461-8650
Japan,

the entire right, title, and interest in any and all inventions and improvements disclosed in, application(s) based upon, and Patent(s) granted upon the information which is disclosed in the application entitled:

HAIR COSMETIC COMPOSITION

(File No. 1018.1287101) for which I(we) have executed an application for a United States Letters Patent on February 8, 2011.
(Application Serial No. 13/131,437 filed on May 26, 2011.)

2) Authorize and request the Commissioner of Patents to issue any and all Letters Patents resulting from said application, or any division, continuation, substitute or reissue thereof, to the ASSIGNEE.

3) Agree to execute all papers and documents and perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof and/or the enforcement of patents resulting from such applications.

Signed on the date(s) indicated beside my(our) signature(s).

1) Yuki SASAO Date: February 8, 2011
Name: Yuki SASAO

2) Yasue YAMAZAKI Date: February 8, 2011
Name: Yasue YAMAZAKI

Witness: Shuji SUGIURA Date: February 21, 2011