PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE	ACCIONIMENT

NATURE OF CONVEYANCE: ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Dr Jonathan Wood	09/26/2011
Dr Alexandra Meuser	09/26/2011
Sabine Schafer	09/26/2011

RECEIVING PARTY DATA

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PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	13264362

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Total Attachments: 2

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> **PATENT** REEL: 027066 FRAME: 0052

ASSIGNMENT

In consideration of One Dollar (\$1.00) in hand paid and other good and valuable considerations, the receipt of which is hereby acknowledged, the undersigned [hereinafter (collectively) named "Assignor"] hereby assign and transfer to

KPSS – KAO PROFESSIONAL SALON SERVICES GMBH Pfungstädter Strasse 92-100 D-64297 Darmstadt GERMANY

a **German** corporation (hereinafter named "Assignee"), its successors, legal representatives and assigns, the entire right, title and interest in and to Assignor's application for Letters Patent of the United States, Application Serial No. 13/264,362 , filed on October 13, 2011 , entitled

COMPOSITION FOR PERMANENT SHAPING OF HUMAN HAIR

Filed: April 23, 2010 as International Application No. PCT/EP2010/002512

and to Assignors' entire right, title and interest in any and all inventions, whether joint or sole, disclosed in said application for Letters Patent, and in any and all divisional or continuation or renewal applications that may be filed for United States Letters Patent for any and all of said inventions, and in and to any and all patents that may be granted on the foregoing applications and any reissue or extension thereof.

The Assignors hereby authorize and requests the Commissioner of Patents to issue any and all of said Letters Patent to said Assignee.

For said consideration, the Assignors hereby agree upon the request of said Assignee, its successors, legal representatives or assigns, to execute any and all United States divisional, continuation and renewal applications for said invention, and any and all necessary oaths, supplemental oaths or declarations or supplemental declarations or affidavits relating thereto, and any application for the reissue or extension of any United States Letters Patent that may be granted upon said application that said Assignee, its successors, legal representatives or assigns may deem necessary or expedient.

For the said consideration the Assignors further agree upon the request of said Assignee, its successors, legal representatives or assigns, in the event of said application or any division thereof, or Letters Patent issued thereon or any reissue or application for the reissue thereof, becoming involved in interference, to cooperate to the best of the ability of the Assignors with said Assignee, its successors, legal representatives or assigns in the matters of preparing and executing the Preliminary Statement and giving and producing evidence in support thereof, the Assignors hereby agree to perform upon such request, any and all affirmative acts necessary to obtain said Letters Patent and vest all rights therein hereby conveyed in said Assignee, its

PATENT REEL: 027066 FRAME: 0053 successors, legal representatives or assigns as fully and entirely as the same would have been held and enjoyed by the assignor if this assignment and sale had not been made.

Assignor(s) hereby binds themselves, their heirs, legal representatives, administrators, and assigns properly to execute without further consideration, any and all applications, petitions, oaths, assignments or other papers and instruments which may be necessary in order to carry into full force and effect the sale, assignment and transfer hereby made, or intended or agreed to be made.

And for said considerations, the Assignors hereby assigns to said Assignee, its successors, legal representatives and assigns, the entire right, title and interest in said invention or improvement for any and all foreign countries and agrees upon the request of said Assignee, its successors, legal representatives or assigns to execute any and all documents that shall be required of the Assignors to be executed in connection with any and all applications for foreign Letters Patent therefor, including the prosecution thereof, and to execute any and all documents necessary to invest title in said foreign applications and patents in said Assignee, their successors, legal representatives or assigns.

Signature: DR. JONATH	IAN WOOD	Date: <u>September 26, 2011</u>	*****
Signature: // / DR. ALEXAN	LUGE IPRA MEUSER	Date: <u>September 26, 2011</u>	
Signature: <u>3. %</u> BRITTA PUN	NSCH	Date: <u>September 26, 2011</u>	

PATENT REEL: 027066 FRAME: 0054

RECORDED: 10/14/2011