PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Christophe Jacob	10/12/2011
Herve F. Bouix	10/07/2011

RECEIVING PARTY DATA

Name:	ELC Management LLC	
Street Address:	767 Fifth Avenue	
City:	New York	
State/Country:	NEW YORK	
Postal Code:	10153	

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	29400858

CORRESPONDENCE DATA

 Fax Number:
 (631)531-1340

 Phone:
 631-414-6093

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 vpalumbo@estee.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via

US Mail.

Correspondent Name: Victoria Palumbo
Address Line 1: 155 Pinelawn Road
Address Line 2: Suite 345 South

Address Line 4: Melivlle, NEW YORK 11747

ATTORNEY DOCKET NUMBER: 11.41D

NAME OF SUBMITTER: Victoria Palumbo

Total Attachments: 2

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PATENT REEL: 027155 FRAME: 0010

DOCKET NO.: 11.41D

APPLICATION NO.: 29/400,858 Page 1 of 2

WHEREAS, WE:

Name Residence Citizenship

Christophe JACOB Hameau les Ventes, 170 Route des Houis, Saint Denis le Thiboult, FR 76116

Herve F. BOUIX 245 East 54th Street, New York, NY 10022 FR

ASSIGNORS, are the inventors of the invention titled MOLDED MASCARA BRUSH HEAD WITH BRANCHED TEETH for which we executed an application for a Patent of the United States which is identified by Attorney Docket Number: 11.41D / Application Number: 29/400,858 / Filing Date: September 01, 2011; and

WHEREAS, ELC Management LLC, a Delaware corporation, having an office at 767 Fifth Avenue, New York, NY 10153, ASSIGNEE, is desirous of obtaining the entire right, title and interest in, to and under the invention and the application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the invention and the United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof, together with the right to claim priority from any previously filed provisional applications describing the invention or part thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for the invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreements in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for the invention in all countries.

PATENT REEL: 027155 FRAME: 0011

FR

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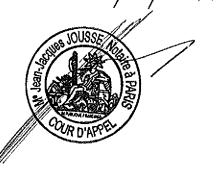
IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date 10/12/c ,2011_____

Christophe JACOB

Vu pour certification matérielle de la signature de M. Christophe JACOB
Apposée ci-dessus.
Paris, le 12/10/2011.

LEGALIZATION REQUIRED:



Herve F. BOUIX

State of: NEW YORK

County of: NEW York

On the 7th day of Ochber in the year 2011 before me, the undersigned, a Notary Public in and for said State, personally appeared Herve F. BOUIX, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

LENNARD JOHN, JR.
Notary Public, State of New York
No. 01JO4995662 Qual. In Kings Co.
Certificate Filed in New York County
Commission Expires June 4, 20

PATENT REEL: 027155 FRAME: 0012

RECORDED: 11/01/2011