

# PATENT ASSIGNMENT

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Christophe Jacob	10/12/2011
Herve F. Bouix	10/07/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	ELC Management LLC
<b>Street Address:</b>	767 Fifth Avenue
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10153
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29400858
<b>CORRESPONDENCE DATA</b>	
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<b>Correspondent Name:</b>	Victoria Palumbo
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<b>Address Line 2:</b>	Suite 345 South
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<b>ATTORNEY DOCKET NUMBER:</b>	11.41D
<b>NAME OF SUBMITTER:</b>	Victoria Palumbo
<b>Total Attachments: 2</b> source=11-41D_assignment_joint#page1.tif source=11-41D_assignment_joint#page2.tif	

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**PATENT**  
**REEL: 027155 FRAME: 0010**

WHEREAS, WE:

<u>Name</u>	<u>Residence</u>	<u>Citizenship</u>
Christophe JACOB	Hameau les Ventes, 170 Route des Houis, Saint Denis le Thiboult, FR 76116	FR
Herve F. BOUIX	245 East 54 <sup>th</sup> 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.

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

Date 10/12/11, 2011 Christophe JACOB  
Christophe JACOB

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

**LEGALIZATION REQUIRED:**



Date 10/07/11, 2011 H. Bouix  
Herve F. BOUX

State of: NEW YORK

County of: New York

On the 7<sup>th</sup> day of October in the year 2011 before me, the undersigned, a Notary Public in and for said State, personally appeared **Herve F. BOUX**, 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

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, 2014