

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Thomas Edward Owen</td> <td>01/11/2012</td> </tr> <tr> <td>Chong Won Jessica Woo-Kim</td> <td>01/11/2012</td> </tr> <tr> <td>Jenny Wong</td> <td>01/11/2012</td> </tr> </tbody> </table>		Name	Execution Date	Thomas Edward Owen	01/11/2012	Chong Won Jessica Woo-Kim	01/11/2012	Jenny Wong	01/11/2012
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Thomas Edward Owen	01/11/2012								
Chong Won Jessica Woo-Kim	01/11/2012								
Jenny Wong	01/11/2012								
RECEIVING PARTY DATA									
Name:	ELC Management LLC								
Street Address:	155 Pinelawn Road								
Internal Address:	Suite 345 South								
City:	Melville								
State/Country:	NEW YORK								
Postal Code:	11747								
PROPERTY NUMBERS Total: 1									
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29405719</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29405719				
Property Type	Number								
Application Number:	29405719								
CORRESPONDENCE DATA									
Fax Number:	(631)531-1340								
Phone:	631-414-6093								
Email:	vpalumbo@estee.com								
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>									
Correspondent Name:	Victoria Palumbo								
Address Line 1:	155 Pinelawn Road								
Address Line 2:	Suite 345 South								
Address Line 4:	Melville, NEW YORK 11747								
ATTORNEY DOCKET NUMBER:	11.51D								
NAME OF SUBMITTER:	Victoria Palumbo								
Total Attachments: 3 source=11-51D_assignment_joint#page1.tif source=11-51D_assignment_joint#page2.tif source=11-51D_assignment_joint#page3.tif									

CH \$40.00 29405719

ASSIGNMENT

WHEREAS, WE:

<u>Name</u>	<u>Residence</u>	<u>Citizenship</u>
Thomas Edward OWEN	205 West 13 th Street, New York, NY 10011	US
Chong Won Jessica WOO-KIM	538 2 nd Street, Unit B, Palisades Park, NJ 07650	US
Jenny WONG	6360 102 nd Street, Apt. G23, Rego Park, NY 11374	US

ASSIGNORS, are the inventors of the invention titled **COSMETIC COMPACT** for which we executed an application for a Patent of the United States which is identified by Attorney Docket Number: 11.51D / Application Number: 29/405,719 / Filing Date: November 04, 2011; and

WHEREAS, **ELC Management LLC**, a Delaware corporation, having an office at **155 Pinelawn Road, Suite 345 South, Melville, NY 11747**, *ASSIGNEE*, is desirous of obtaining the entire right, title and interest in, to and under the invention and the application:

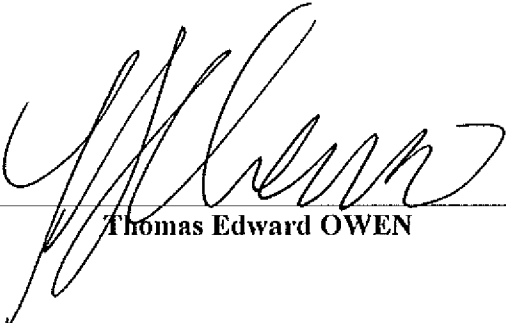
NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the *ASSIGNORS*, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and 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.

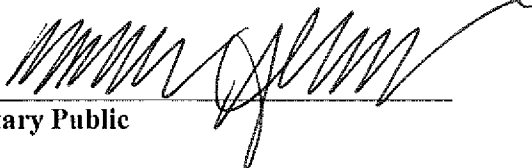
AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreements in conflict herewith.

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.

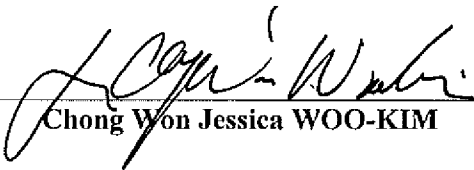
IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date 1/11/12, 2012 
State of: New York
County of: New York
Thomas Edward OWEN

On the 11 day of January in the year 2012 before me, the undersigned, a Notary Public in and for said State, personally appeared **Thomas Edward OWEN**, 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.


Notary Public

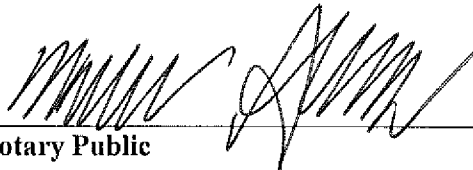
WILLIAM JELINER
Notary Public, State of New York
No. 02JE5031411
Certified in New York County
Commission Expires Nov. 1, 2014

Date 1/11/12, 2012 
Chong Won Jessica WOO-KIM

State of: New York

County of: New York

On the 11 day of January in the year 2012 before me, the undersigned, a Notary Public in and for said State, personally appeared **Chong Won Jessica WOO-KIM**, 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.


Notary Public

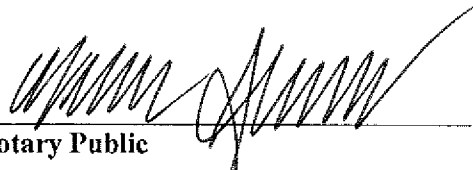
WILLIAM JELINEK
Notary Public, State of New York
No. 02JES031411
Certified in New York County
Commission Expires Nov. 1, 2014

Date 1/11/12, 2012 
Jenny WONG

State of: New York

County of: New York

On the 11 day of January in the year 2012 before me, the undersigned, a Notary Public in and for said State, personally appeared **Jenny WONG**, 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.


Notary Public

WILLIAM JELINEK
Notary Public, State of New York
No. 02JES031411
Certified in New York County
Commission Expires Nov. 1, 2014