

PATENT ASSIGNMENT

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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>Rie Yamamoto</td> <td>03/19/2012</td> </tr> <tr> <td>Kazuhiko Fujiwara</td> <td>03/19/2012</td> </tr> <tr> <td>Ayumi Asai</td> <td>03/19/2012</td> </tr> <tr> <td>Tomomi Furukawara</td> <td>03/19/2012</td> </tr> </tbody> </table>		Name	Execution Date	Rie Yamamoto	03/19/2012	Kazuhiko Fujiwara	03/19/2012	Ayumi Asai	03/19/2012	Tomomi Furukawara	03/19/2012
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<table border="1"> <tr> <td>Name:</td> <td>Shiseido Company, Ltd.</td> </tr> <tr> <td>Street Address:</td> <td>5-5, Ginza 7-chome</td> </tr> <tr> <td>City:</td> <td>Chuo-ku, Tokyo</td> </tr> <tr> <td>State/Country:</td> <td>JAPAN</td> </tr> <tr> <td>Postal Code:</td> <td>104-8010</td> </tr> </table>		Name:	Shiseido Company, Ltd.	Street Address:	5-5, Ginza 7-chome	City:	Chuo-ku, Tokyo	State/Country:	JAPAN	Postal Code:	104-8010
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number: (216)566-9711 Phone: 216-566-9700 Email: kallay@rankinhill.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Kenneth A. Clark Address Line 1: 23755 Lorain Road - Suite 200 Address Line 4: North Olmsted, OHIO 44070-2224</p>											
ATTORNEY DOCKET NUMBER:	HAS-35371										
NAME OF SUBMITTER:	Kenneth A. Clark										
Total Attachments: 1 source=has35371assign#page1.tif											

CH \$40.00 13322197

ASSIGNMENT

For good and valuable consideration received of the hereinafter named assignee, receipt of which is hereby acknowledged, we the undersigned, Rie Yamamoto, Kazuhiko Fujiwara, Ayumi Asai and Tomomi Furukawara, hereby sell and assign to Shiseido Company, Ltd., a corporation of the country of Japan, having a place of business at 5-5, Ginza 7-chome, Chuo-ku, Tokyo, 104-8010, Japan, its successors and assigns, the entire right, title and interest, so far as concerns the United States and the Territories and Possessions thereof and all foreign countries, in and to the inventions in

Oil-In-Water Emulsion Skin Care Cosmetic Composition

set forth in application for United States Letters Patent filed 23 November 2011, Serial No. 13/322197 said application for United States Letters Patent, any and all other applications for Letters Patent on said inventions in countries foreign to the United States, including all divisional, renewal, substitute, continuation and Convention applications based in whole or in part upon said inventions or upon said applications, and any and all Letters Patent and reissues and extension of Letters Patent granted for said inventions or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said applications and said Letters Patent; said assignee being hereby authorized to file patent applications in any or all countries on any or all said inventions in the name of the undersigned or in the name of said assignee or otherwise as said assignee may deem advisable, under the International Convention or otherwise; the Commissioner of Patents of the United States of America and the empowered officials of all other governments being hereby authorized to issue or transfer all said Letters Patent to said assignee in accordance herewith; this assignment being under covenant, not only that full power to make the same is had by the undersigned, but also that such assigned right is not encumbered by any grant, license, or other right heretofore given, and that the undersigned will do all acts reasonably serving to assure that the said inventions, patent applications and Letters Patent shall be held and enjoyed by said assignee as fully and entirely as the same could have been held and enjoyed by the undersigned if this assignment had not been made, and particularly to execute and deliver to said assignee all lawful documents including petitions, specifications, oaths, assignments, invention disclaimers, and lawful affidavits in form and substance which may be requested by said assignee, to furnish said assignee with all facts relating to said inventions or the history thereof and any and all documents, photographs, models, samples or other physical exhibits which may be useful for establishing the facts of conception, disclosure and reduction to practice of said inventions, and to testify in any proceedings relating to said inventions, patent applications and Letters Patent.

Attested by:

Signed:

X Rie Yamamoto
Rie Yamamoto
Dated: March, 19, 2012

X Kazuhiko Fujiwara
Kazuhiko Fujiwara
Dated: March, 19, 2012

X Ayumi Asai
Ayumi Asai
Dated: March, 19, 2012

X Tomomi Furukawara
Tomomi Furukawara
Dated: March, 19, 2012

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