

PATENT ASSIGNMENT

Electronic Version v1.1
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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>Sung Yeun Choi</td> <td>02/22/2012</td> </tr> </tbody> </table>		Name	Execution Date	Sung Yeun Choi	02/22/2012						
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>BASF SE</td> </tr> <tr> <td>Street Address:</td> <td>Carl-Bosch Strasse 38</td> </tr> <tr> <td>City:</td> <td>Ludwigshafen</td> </tr> <tr> <td>State/Country:</td> <td>GERMANY</td> </tr> <tr> <td>Postal Code:</td> <td>67056</td> </tr> </table>		Name:	BASF SE	Street Address:	Carl-Bosch Strasse 38	City:	Ludwigshafen	State/Country:	GERMANY	Postal Code:	67056
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
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ATTORNEY DOCKET NUMBER:	PF71672										
NAME OF SUBMITTER:	Bernard Lau										
Total Attachments: 2 source=PF71672_Assignment#page1.tif source=PF71672_Assignment#page2.tif											

CH \$40.00 13396580

ASSIGNMENT

WHEREAS I/We, Sung ^{Yuen} Choi, being a citizen of Canada residing at 412 Benedict Ave., #2A, Tarrytown, New York 10591; is the inventor of an invention in

Pigment Mixtures for Cosmetics

for which I have executed the following applications:

U.S. Patent Application No. 13/396,580	Filed: February 14, 2012
International Patent Application No. PCT/US12/25036	Filed: February 14, 2012

and

WHEREAS, **BASF SE**, is a Corporation having a place of business at Carl-Bosch-Strasse 38, Ludwigshafen, Germany 67056, is desirous of obtaining the entire right, title and interest in, to and under the said improvements and the said application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me/us in hand paid, and other good and valuable consideration the receipt of which is hereby acknowledged, I/WE, the said inventor(s) have sold, assigned, transferred and set over and by these presents do hereby sell, assign, transfer and set over unto said **BASF SE**, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the invention, the said improvements, and the said application, all applications derived therefrom and all continuing prosecution and RCE applications, conversions, divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all applications including PCT applications for Letters Patent or Inventor's Certificates which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent or Inventor's Certificates which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and I hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to said **BASF SE**, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

I/WE HEREBY covenant that I have full right to convey the entire interest herein assigned, and that I have not executed and will not execute any agreement in conflict herewith.

AND I/WE HEREBY further covenant and agree that I/We will communicate to said **BASF SE**, its successors, legal representatives and assigns, any facts known to me/us respecting said invention and said improvements, and testify in any legal proceeding, sign all lawful papers, execute all continuing prosecution, divisional, continuing, reexamination and reissue applications, make all rightful oaths, and

generally do everything possible to aid said **BASF SE**, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said inventions and improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal the day and year set opposite my respective signature.

Date: 02/22/2012
MM/DD/YYYY

Sung Yuen Choi
Sung Yuen Choi
Yuen

State of *New York*)
 ss.:
County of *Westchester*)

On this 22nd day of February, 2012, before me, a Notary Public in and for the State and County aforesaid, personally appeared Sung Yuen Choi to me known to me to be the person of that name, who signed and sealed the foregoing instrument, and he acknowledged the same to be his free act and deed.

Deborah A. Pinori
Notary Public

DEBORAH A. PINORI
Notary Public, State of New York
No. 01PI5089064
Qualified in Westchester County
Commission Expires Dec. 8, 2013