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103642671 13/261240

To the Director of the United States Patent and Trademark Office the attached original documents or copies thereof.

3-28-12

1. Name of conveying party(ies):
**Yosuke Tojo
 Chieko Mizumoto
 Yutaka Ashida
 Masashi Mita**

2. Name and address of receiving party(ies):
**Shiseido Company, Ltd.
 5-5, Ginza 7-chome
 Chuo-Ku
 Tokyo, 104-8010 Japan**

Additional conveying party(ies) **NO**

3. Nature of conveyance: **ASSIGNMENT**

Execution Date: **March 26, 2012**

Additional name(s) & address(es) attached? **NO**

4. Application number(s) or patent number(s):

If this is being filed together with a new application, the execution date of the application is: **March 26, 2012**

A. Patent Application Number(s): **Unassigned**

B. Patent Number(s):

Additional numbers attached? **NO**

5. Name and address of party to whom correspondence concerning document should be mailed:
**Stephen B. Maebius
 FOLEY & LARDNER LLP
 3000 K Street, N.W.
 Suite 600
 Washington, D.C. 20007-5143**

6. Total number of applications/patents involved: **1**

7. Total fee (37 C.F.R. § 3.41): **\$40.00**

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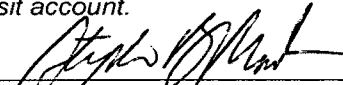
8. Payment Information

a. Credit Card Last 4 Numbers **2847**
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To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. The Commissioner is hereby authorized to charge any additional recordation fees which may be required in this matter to the above-identified deposit account.

Stephen B. Maebius  **MAR 28 2012**

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ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each undersigned inventor (hereinafter referred to singly and collectively as "ASSIGNOR") has sold, assigned, and transferred, and by these presents hereby sells, assigns, and transfers, unto

Shiseido Company, Ltd.
5-5, Ginza 7-chome, Chuo-ku,
Tokyo, 104-8010 Japan

(hereinafter referred to as "ASSIGNEE") its successors and assigns, the full and exclusive right, title and interest for the United States, its territories and possessions in and to this invention relating to

Title: ANTIOXIDANT COMPOSITION

as set forth in this United States Patent Application

Check executed concurrently herewith
one executed on _____
 Serial No. _____ Filed _____
and

as well as in and to (a) all improvements and modifications of the above-identified invention or inventions; (b) the above-identified application and all other applications for Letters Patent of the United States for above-identified invention or inventions and all improvements and modifications thereof, (c) all Letters Patent which may issue from said applications in the United States, (d) all divisions, continuations, reissues, and extensions of said applications and Letters Patent, and (e) the right to claim for any of said applications the full benefits and priority rights under the Patent Cooperation Treaty, the Paris Convention and any other international agreement; such right, title, and interest to be held and enjoyed by ASSIGNEE, its successors and assigns, to the full end of the term or terms for which any and all such Letters Patent may be granted as fully and entirely as would have been held and enjoyed by ASSIGNOR had this Assignment not been made.

ASSIGNOR HEREBY AUTHORIZES AND REQUESTS the Commissioner of Patents and Trademarks to issue said Letters Patent to ASSIGNEE as assignee of the entire interest, for the sole use and benefit of ASSIGNEE, its successors and assigns.

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ASSIGNEE, all lawful papers including, but not limited to, original, divisional, continuation, and reissue applications, renewals, assignments, powers of attorney, oaths, affidavits, and declarations, depositions; and (d) to provide all reasonable assistance to ASSIGNEE, its successors and assigns, in obtaining and enforcing proper title in and protection for said invention or inventions, improvements, and modifications under the intellectual property laws of the United States and countries foreign thereto.

ASSIGNOR HEREBY REPRESENTS AND WARRANTS that ASSIGNOR has the full and unencumbered right to sell, assign, and transfer the interests sold, assigned, and transferred herein, and that ASSIGNOR has not executed and will not execute any document or instrument in conflict herewith.

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ASSIGNOR UNDERSTANDS AND AGREES that the attorneys and agents of the law firm of **Foley & Lardner LLP** do not personally represent ASSIGNOR OR ASSIGNOR's legal interests, but instead represent the interests of ASSIGNEE; since said attorneys and agents cannot provide legal advice to ASSIGNOR with respect to this Assignment, ASSIGNOR acknowledges its right to seek its own independent legal counsel.

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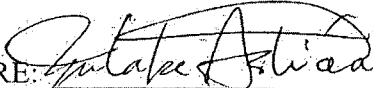
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NAME AND SIGNATURE OF INVENTOR

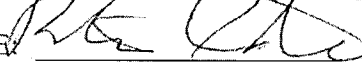
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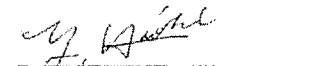
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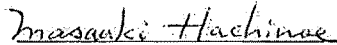
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DATE: March 26, 2012

NAME: Masaaki Hachinoe

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DATE: March 26, 2012

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