

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>Yoshihiro Konno</td> <td>03/26/2012</td> </tr> <tr> <td>Yosuke Kobayashi</td> <td>03/26/2012</td> </tr> </tbody> </table>		Name	Execution Date	Yoshihiro Konno	03/26/2012	Yosuke Kobayashi	03/26/2012				
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<table border="1"> <tr> <td>Name:</td> <td>Hoyu Co., Ltd.</td> </tr> <tr> <td>Street Address:</td> <td>501, Tokugawa 1-chome</td> </tr> <tr> <td>City:</td> <td>Higashi-ku, Nagoya-shi, Aichi</td> </tr> <tr> <td>State/Country:</td> <td>JAPAN</td> </tr> <tr> <td>Postal Code:</td> <td>461-8650</td> </tr> </table>		Name:	Hoyu Co., Ltd.	Street Address:	501, Tokugawa 1-chome	City:	Higashi-ku, Nagoya-shi, Aichi	State/Country:	JAPAN	Postal Code:	461-8650
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CORRESPONDENCE DATA											
<p>Fax Number:</p> <p>Phone: 919-493-8000</p> <p>Email: bporterfield@jwth.com</p> <p><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: JENKINS, WILSON, TAYLOR & HUNT, P. A.</p> <p>Address Line 1: 3100 Tower Blvd.</p> <p>Address Line 2: Suite 1200</p> <p>Address Line 4: DURHAM, NORTH CAROLINA 27707</p>											
ATTORNEY DOCKET NUMBER:	1868/10										
NAME OF SUBMITTER:	Vincent K. Gustafson										
<p>Total Attachments: 2</p> <p>source=1868-10_Assignment_Signed#page1.tif</p> <p>source=1868-10_Assignment_Signed#page2.tif</p>											

OP \$40.00 13502683

PATENT

Atty. Docket No.: 1868/10

ASSIGNMENT

WHEREAS, we, **Yoshihiro KONNO**, and **Yosuke KOBAYASHI** (hereinafter "Assignors"), have made an invention described in the attached disclosure (hereinafter, "the Application"), entitled **COSMETIC PREPARATION FOR HAIR AND METHOD FOR APPLICATION THEREOF**, and claiming benefit and/or priority of International Patent Application No. PCT/JP2010/070112 filed on November 11, 2010, and Japanese Patent Application No. 2009-260490 filed on November 13, 2009 (hereinafter, "the Priority Applications"),

AND, WHEREAS, **HOYU CO., LTD.**, a corporation duly organized and existing under the laws of Japan, having its principal office and place of business at 501, Tokugawa 1-chome, Higashi-ku, Nagoya-shi, Aichi 461-8650, JAPAN, (hereinafter "Assignee"), is desirous of acquiring an interest therein.

NOW, THEREFORE, To Whom It May Concern, be it known that for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby assign, transfer and convey unto the Assignee, its successors and assigns, the Assignors' entire right, title and interest in and to the invention, the Application, and the Priority Applications, and in and to any and all foreign patent applications filed on the invention based on and claiming benefit of one or more of the Priority Applications, and in and to any and all continuations, continuations-in-part, or divisions thereof, and in and to any and all Letters Patent of the United States of America and all foreign countries or reissues thereof which may be granted therefor or thereon, for the full end of the term for which said Letters Patent may be granted, the same to be held and enjoyed by said Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by the Assignors if this assignment and sale had not been made.

Assignors hereby request that said Letters Patent be issued in accordance with this assignment.

Assignors further covenant and agree that, at the time of the execution and delivery of these presents, Assignors possess full title to the invention and the Applications, and that Assignors have the unencumbered right and authority to make this assignment.

Assignors further covenant and agree, and likewise bind Assignors' heirs, legal representatives and assigns, to promptly communicate to said Assignee or its representatives any facts known to them relating to said invention, to testify in any interference or legal proceedings involving said invention, to execute any additional papers which may be requested to confirm the right of the Assignee, its representatives, successors and assigns to secure patent or similar protection for the said invention in all countries and to vest in the Assignee complete title to the said invention and Letters Patent, without further compensation, but at the expense of said Assignee, its successors, assigns and other legal representatives.

Yoshihiro KONNO

Yoshihiro KONNO

March 26, 2012

Date

Yosuke KOBAYASHI

Yosuke KOBAYASHI

March 26, 2012

Date