

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Samantha B. Cutler	09/07/2012
RECEIVING PARTY DATA	
Name:	SBC Cosmetics, LLC
Street Address:	401 Maple Drive
City:	Beverly Hills
State/Country:	CALIFORNIA
Postal Code:	90210
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29413813
CORRESPONDENCE DATA	
Fax Number:	2029425999
Phone:	202-942-5000
Email:	ip_docketing@aporter.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:	Arnold & Porter LLP
Address Line 1:	555 Twelfth Street, NW
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004
ATTORNEY DOCKET NUMBER:	P33908US00/23686.002
NAME OF SUBMITTER:	Kristen R. Riemenschneider
Total Attachments: 2 source=29413813 Assignment#page1.tif source=29413813 Assignment#page2.tif	

CH \$40.00 29413813

ASSIGNMENT

WHEREAS, I/we, the undersigned, have made certain invention or inventions which are disclosed in patent application(s) and/or provisional patent application(s) entitled:

Cosmetic Case

identified as U.S. Application No. 29/413,813, filed February 21, 2012.

WHEREAS, **SBC Cosmetics, LLC**, of 401 Maple Drive, Beverly Hills, California 90210, United States of America, a Corporation of the State of California, (hereinafter "ASSIGNEE") is desirous of acquiring the entire right, title and interest in and to said invention or inventions and any and all patents to be obtained therefor;

NOW, THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt of which is hereby acknowledged, I/we do hereby sell, assign and transfer to said ASSIGNEE, its successors and assigns, the entire right, title and interest in and to said invention or inventions, in any form or embodiment thereof, and in and to said application(s); and in and to any and all applications filed in any country based thereon, including the right to file applications in countries other than the country of priority filing under the provisions of any international convention; also in and to any and all improvements on said invention or inventions now or hereafter made by me/us as employee(s), agent(s) or contractor(s) of said ASSIGNEE; also the entire right, title and interest in and to any and all patents, including reissues and extensions thereof, to be obtained in any country upon said invention; inventions or improvements, and any and all continuing applications, including divisional, continuation and continuation-in-part applications, substitute applications, and applications claiming benefit of an earlier filed provisional application, which may be filed upon said invention, inventions or improvements in any country; and

I/We hereby authorize and request the issuing authority to issue any and all patents on said application or applications to said ASSIGNEE, as assignee of the entire interest.

I/We further agree, without any payment by ASSIGNEE other than in reimbursement of reasonable expenses I/we may incur, to communicate to said ASSIGNEE, its representatives or agents, any facts relating to said invention, inventions or improvements, including evidence for purposes of interference, opposition or other legal proceedings, whenever requested; testify in any interference, opposition or other legal proceedings, whenever requested; and execute and deliver, on request, all lawful papers required to make any of the foregoing provisions effective.

IN TESTIMONY WHEREOF, I/we have hereto set our hands on the dates set after our signatures.

Signature: Samantha Cutler Date: 9/7/12

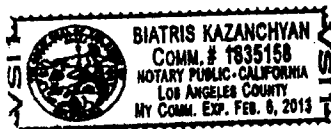
Name: Samantha B. CUTLER

City and state or country of residence: Beverly Hills, California

State of California)
County of Los Angeles) ss.

On this 7th day of September, 2012, before me personally appeared Samantha Cutler, known to me to be the person who executed the foregoing instrument and acknowledged that ~~he~~(she) executed the same as ~~his~~(her) free act and deed; in testimony whereof I have hereto set my hand and official seal on the day last above written.

(seal)



Biatrix
Notary Public or Consular Officer

My Commission expires Feb. 6, 2013