

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>Olivier BRAUN</td> <td>08/22/2012</td> </tr> <tr> <td>Paul MALLO</td> <td>08/22/2012</td> </tr> </tbody> </table>		Name	Execution Date	Olivier BRAUN	08/22/2012	Paul MALLO	08/22/2012
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Olivier BRAUN	08/22/2012						
Paul MALLO	08/22/2012						
RECEIVING PARTY DATA							
Name:	SOCIETE DEXPLOITATION DE PRODUITS POUR LES INDUSTRIES CHIMIQUES SEPPIC						
Street Address:	75, Quai d'Orsay						
City:	Paris						
State/Country:	FRANCE						
Postal Code:	75007						
PROPERTY NUMBERS Total: 1							
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13641969</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13641969		
Property Type	Number						
Application Number:	13641969						
CORRESPONDENCE DATA							
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
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NAME OF SUBMITTER:	Benoit Castel						
Total Attachments: 1 source=ASSMT#page1.tif							

OP \$40.00 13641969

Assignment of Invention

WHEREAS WE, BRAUN Olivier and MALLO Paul respectively, have invented certain new and useful improvements in "NOVEL SELF-REVERSIBLE REVERSE LATEX, AND USE THEREOF AS A THICKENING AGENT IN A COSMETIC COMPOSITION" for which an application for Letters Patent was filed on **October 18, 2012** having Application No. **13/641,969**

WHEREAS, Société d'Exploitation de Produits pour les Industries Chimiques SEPPIC, a French corporation, having offices at 75 quai d'Orsay, Paris, FRANCE 75007 (hereinafter referred to as "ASSIGNEE"), desires to acquire from BRAUN Olivier and MALLO Paul, the entire right, title and interest we have in and to said invention and in and to any Letters Patent that may be granted thereof in the United States and its territorial possessions;


NOW, THEREFORE, for valuable consideration, the receipt whereof is hereby acknowledged, we, by these presents do sell, assign and transfer unto said ASSIGNEE, effective as of the first priority date, the full and exclusive right to the said invention in the United States and its territorial possessions, including the right to claim priority of the above-mentioned patent application(s) in patent applications filed in or for any such foreign country, and the entire right, title and interest in and to any and all Letters Patent which may be granted therefor in the United States and its territorial possessions, and in and to any and all subsequent provisionals, non-provisionals, divisions, reissues, continuations, substitutions and renewals thereof.

We hereby authorize and request the Patent Office Officials in the United States and its territorial possessions to issue any and all of said Letters Patent, when granted, to said ASSIGNEE as the assignee of the entire right, title and interest in and to the same, for the sole use and behoof of said ASSIGNEE, its successors and assigns, to the full end of the term for which said Letters Patent may be granted, as fully and entirely as the same would have been held by me had this Assignment and sale not been made.

Further, we agree that we will communicate to said ASSIGNEE or its representatives any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all non-provisional, divisional, continuation, substitute, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letters Patent to be issued to said ASSIGNEE, make all rightful oaths, and, generally do everything possible to aid said ASSIGNEE, its successors and assigns, to obtain and enforce proper protection for said invention in the United States and its territorial possessions.

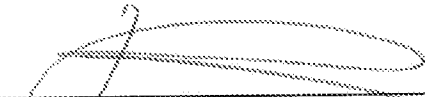
The undersigned hereby grants authorized representatives of the above identified ASSIGNEE the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Date: 08/08/2012



BRAUN Olivier, Inventor

Date: 22/01/2012



MALLO Paul, Inventor

Date: _____
