502165831 12/17/2012

PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Tom E. Hall	12/14/2012

RECEIVING PARTY DATA

Name:	ELC Management LLC
Street Address:	155 Pinelawn Road
Internal Address:	Suite 345 South
City:	Melville
State/Country:	NEW YORK
Postal Code:	11747

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	29428694

CORRESPONDENCE DATA

Fax Number: 6315311340

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 631-414-6093

Email: vpalumbo@estee.com
Correspondent Name: Victoria Palumbo
Address Line 1: 155 Pinelawn Road
Address Line 2: Suite 345 South

Address Line 4: Melville, NEW YORK 11747

ATTORNEY DOCKET NUMBER:	12.10D
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NAME OF SUBMITTER: Victoria Palumbo

Total Attachments: 2

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PATENT

REEL: 029484 FRAME: 0256

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ASSIGNMENT

WHEREAS, I:

Name Residence Citizenship

Tom E. HALL 251 East Broadway, Apt. 5E; New York, NY 10002 GB

ASSIGNOR, I am the inventor of the invention titled COSMETIC CONTAINER for which I executed an application for a Patent of the United States which is identified by Attorney Docket Number: 12.10D / Application Number: 29/428,694 / Filing Date: August 2, 2012; and

WHEREAS, ELC Management LLC, a Delaware corporation, having an office at 155 Pinelawn Road, Suite 345 South, Melville, NY 11747, ASSIGNEE, is desirous of obtaining the entire right, title and interest in, to and under the invention and the application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I, the ASSIGNOR, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the invention and the United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof, together with the right to claim priority from any previously filed provisional applications describing the invention or part thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for the invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for the invention 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 and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND I HERBBY covenant and agree that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreements in conflict herewith.

AND I HEREBY further covenant and agree that I will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to me respecting the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for the invention in all countries.

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IN TESTIMONY WHEREOF, I hereunto set my hand and seal.

Date 14 Dec 2012, 2012 Ton E.

Tom E. HALL

State of: New YORK

County of: New York

On the HALL, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Notary Public

RECORDED: 12/17/2012

Maribel Ruiz
NOTARY PUBLIC, State of New York
No. 01RU6081733
Qualified in New York County
Commission Expires April 4, 2015

PATENT REEL: 029484 FRAME: 0258