

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>Marcio Miranda de FARIA</td> <td>01/16/2013</td> </tr> <tr> <td>Gustavo Senna CHELLES</td> <td>01/25/2013</td> </tr> <tr> <td>Larissa Fortunato PIRES</td> <td>01/16/2013</td> </tr> <tr> <td>Marilia Gabriela Guerreiro PINHEIRO</td> <td>01/16/2013</td> </tr> </tbody> </table>		Name	Execution Date	Marcio Miranda de FARIA	01/16/2013	Gustavo Senna CHELLES	01/25/2013	Larissa Fortunato PIRES	01/16/2013	Marilia Gabriela Guerreiro PINHEIRO	01/16/2013
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>NATURA COSMETICOS S.A.</td> </tr> <tr> <td>Street Address:</td> <td>Rodovia Regis Bittencourt, Km 293</td> </tr> <tr> <td>City:</td> <td>06882-700 Itapeceirica da Serra SP</td> </tr> <tr> <td>State/Country:</td> <td>BRAZIL</td> </tr> </table>		Name:	NATURA COSMETICOS S.A.	Street Address:	Rodovia Regis Bittencourt, Km 293	City:	06882-700 Itapeceirica da Serra SP	State/Country:	BRAZIL		
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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>29438381</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29438381						
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CORRESPONDENCE DATA											
<p>Fax Number: 7037399577 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 703-739-4900 Email: iplaw@stites.com Correspondent Name: STITES & HARBISON PLLC Address Line 1: 1199 NORTH FAIRFAX STREET, SUITE 900 Address Line 2: B. AARON SCHULMAN Address Line 4: ALEXANDRIA, VIRGINIA 22314</p>											
ATTORNEY DOCKET NUMBER:	P10741US00/BAS										
NAME OF SUBMITTER:	Stacy Johnson										
Total Attachments: 2 source=P10741US00Assignment#page1.tif source=P10741US00Assignment#page2.tif											

OP \$40.00 29438381

ASSIGNMENT OF PATENT APPLICATION

(US rights only - all US rights assigned by inventors to a single assignee)

WHEREAS,

- 1) Marcio Miranda de FARIA
- 2) Gustavo Senna CHELLES
- 3) Larissa Fortunato PIRES
- 4) Marília Gabriela Guerreiro PINHEIRO

residing respectively at

- 1) Alameda México, 19 Jardim América, 13280-000 Vinhedo - SP, BRAZIL
- 2) Rua Áurea, 2 - Vila Mariana, 04015-070 São Paulo - SP, BRAZIL
- 3) Rua Major Maragliano 136, Apto. 91, 04017030 São Paulo - SP, BR-BRAZIL
- 4) Rua Coronel Ferreira Braga, 314, 03522-010 Vila Dalila - SP, BRAZIL

(hereinafter referred to as the "ASSIGNOR") has/have invented certain new and useful improvements in **Fastening Clip**

for which an application for a United States Patent

- ☐ was executed on even date herewith
- ☐ was executed on
- ☒ was filed on November 29, 2012, as Application No.: 29/438,381

And WHEREAS, **Natura Cosméticos S.A.**

whose Post Office Address is Rodovia Régis Bittencourt, Km 293, 06882-700 Itapeverica da Serra SP, BRAZIL

(hereinafter referred to as the "ASSIGNEE") is desirous of acquiring the entire right, title and interest in and to said application and the invention(s) and improvement(s) therein disclosed, for the United States of America, and any Letters Patent which may issue therefor in the United States and all divisions, continuations, reissues, renewals and/or extensions thereof.

NOW THEREFORE in consideration of the sum of ten U.S. dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR does hereby assign, sell, transfer and set over unto the ASSIGNEE the entire right, title and interest in and to said application and the invention(s) and improvement(s) therein disclosed, for the United States of America, and any Letters Patent which may issue therefor in the United States and all divisions, continuations, reissues, renewals and/or extensions thereof, said ASSIGNEE to have and to hold the interests herein assigned to the full ends of the terms of said Letters Patent and any and all divisions, continuations, reissues, renewals and/or extensions thereof, respectively, as fully and entirely as the same would have been held and enjoyed by the ASSIGNOR had this assignment not been made.

And for the consideration aforesaid, ASSIGNOR agrees that ASSIGNOR will communicate to said ASSIGNEE or the representatives thereof any facts known to ASSIGNOR respecting the invention(s) and improvement(s) of the said United States application, and will, upon request, but without expense to ASSIGNOR, testify in any legal proceedings, sign all

- 1 -

Stites & Harbison PLLC • 1199 North Fairfax Street • Suite 900 • Alexandria Virginia 22314

2126LT:0000:270356:1:ALEXANDRIA

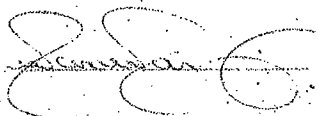
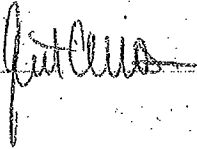

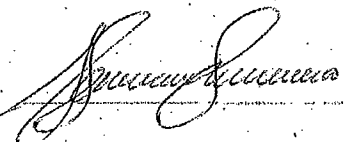


lawful papers, execute all divisional, reissue, continuation, renewal and/or extension applications, make all rightful oaths, and generally do all other and further lawful acts, deemed necessary or expedient by said ASSIGNEE or by counsel for said ASSIGNEE, to assist or enable said ASSIGNEE to obtain and enforce full benefits from the rights and interests herein assigned.

This assignment shall be binding upon the ASSIGNOR's heirs, executors, administrators, successors and/or assigns, and shall inure to the benefit of the heirs, executors, administrators, successors, and/or assigns, as the case may be, of the ASSIGNEE.

The Commissioner of Patents is requested to issue such Letters Patent in accordance with this assignment.

I hereby authorize and request any attorney of record in said Application or any attorney of Stites & Harbison, PLLC, Customer Nos. 881, 24350 or 32885, to insert above any information concerning the identity of the parties or of said Application (including the serial no. and filing date).

<u>NAME</u>	<u>SIGNATURE</u>	<u>DATE</u>
1) Marcio Miranda de FARIA		16/01/13
2) Gustavo Senna CHELLES		25/01/13
3) Larissa Fortunato PIRES		16/01/13
4) Marília Gabriela Guerreiro PINHEIRO		16.01.2013