

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Ricky MENDOZA	03/01/2013
RECEIVING PARTY DATA	
Name:	Mary Kay Inc.
Street Address:	16251 N. Dallas Parkway
Internal Address:	P.O. Box 799045
City:	Dallas
State/Country:	TEXAS
Postal Code:	75379-9045
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13724086
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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Address Line 2:	Suite 1100
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ATTORNEY DOCKET NUMBER:	MKAY.P0363US/11214831
NAME OF SUBMITTER:	Michael R. Krawzsenek
Total Attachments: 2 source=MKAYP0363US_ASSIGNMENT#page1.tif source=MKAYP0363US_ASSIGNMENT#page2.tif	

OP \$40.00 13724086

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PATENT
REEL: 029948 FRAME: 0480

ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned, does hereby:

SELL, ASSIGN AND TRANSFER to Mary Kay Inc. (the "Assignee"), having a place of business at 16251 N. Dallas Parkway, P.O. Box 799045, Dallas, TX 75379-9045, the entire right, title and interest for the United States and all foreign countries in and to any and all improvements which are disclosed in the application for United States Letters Patent, Serial No. 13/724,086, which has been filed on **December 21, 2012** and is entitled "**LIP FORMULATION**," which claims priority to U.S. Provisional Application No. 61/579,509, such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States and all foreign countries on any of such improvements; all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and claim priority based on such application in the United States;

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, when requested and at the expense of the Assignee, to carry out in good faith the intent and purpose of this assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; execute all rightful oaths, declarations, assignments, powers of attorney and other papers; communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; and generally do everything possible which the Assignee shall consider desirable for vesting title to such improvements in the Assignee, and for securing, maintaining and enforcing proper patent protection for such improvements;

TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

The assignment of said invention is effective as of the earlier of (1) the date of execution shown below or (2) the filing date of the first filed of said patent applications.

Signature: [Signature]
Name: Ricky MENDOZA

Date: 03/01/2013

STATE OF Texas
COUNTY OF Dallas

BEFORE ME, the undersigned authority, on this 1st day of March, 2013 personally appeared Ricky MENDOZA, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he/she executed the same of his/her own free will for the purposes and consideration therein expressed.

[Signature]
Notary or Consular Officer

[SEAL]



FULBRIGHT & JAWORSKI L.L.P.
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