

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

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>I-Ming Chen</td> <td>03/20/2013</td> </tr> <tr> <td>Hsuan-Yu Chen</td> <td>03/20/2013</td> </tr> </tbody> </table>		Name	Execution Date	I-Ming Chen	03/20/2013	Hsuan-Yu Chen	03/20/2013		
Name	Execution Date								
I-Ming Chen	03/20/2013								
Hsuan-Yu Chen	03/20/2013								
RECEIVING PARTY DATA									
<table border="1"> <tr> <td>Name:</td> <td>Tair Jih Enterprise Co., Ltd.</td> </tr> <tr> <td>Street Address:</td> <td>No. 7, Dafa Road, Rende District</td> </tr> <tr> <td>City:</td> <td>Tainan City</td> </tr> <tr> <td>State/Country:</td> <td>TAIWAN</td> </tr> </table>		Name:	Tair Jih Enterprise Co., Ltd.	Street Address:	No. 7, Dafa Road, Rende District	City:	Tainan City	State/Country:	TAIWAN
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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>29416440</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29416440				
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CORRESPONDENCE DATA									
<p>Fax Number: 4142235000  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 4149785559        Email: jpolmatier@whdlaw.com        Correspondent Name: JERE L POLMATIER        Address Line 1: WHYTE HIRSCHBOECK DUDEK SC        Address Line 2: 555 East Wells Street, Suite 1900        Address Line 4: Milwaukee, WISCONSIN 53202</p>									
ATTORNEY DOCKET NUMBER:	SAI-37534								
NAME OF SUBMITTER:	Jere L. Polmatier								
<p>Total Attachments: 2        source=SAI37534#page1.tif        source=SAI37534#page2.tif</p>									

CH \$40.00 29416440

Attorney's Docket No. SAI-37534

PATENT

For : ☒ U.S. and/or ☐ Foreign Rights

For : ☒ U.S. Application or ☐ U.S. Patent

By : ☐ Inventor(s) or ☒ Present Owner

## ASSIGNMENT OF INVENTION

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$ 1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNOR :  
(Inventor(s) or  
person(s) or entity(ies)  
who own the invention)

1. I-Ming CHEN    2. Hsuan-Yu CHEN

(Type or print name(s) of ASSIGNOR(S))

1. 3F., No. 177, Sec. 1, Changrong Rd., East Dist., Tainan City,

Taiwan

2. No. 53, Zhongqing 1st St., Rende Dist., Tainan City, Taiwan  
Address

1. Taiwan    2. Taiwan

Nationality

(If assignment is by person or entity to whom invention was previously assigned and this was recorded  
in PTO add the following)

Recorded on \_\_\_\_\_

Reel \_\_\_\_\_

Frame \_\_\_\_\_

hereby sells, assigns and transfers to

ASSIGNEE:

TAIR JIUH ENTERPRISE CO., LTD.

(Type or print name(s) of ASSIGNEE)

No. 7, Dafa Road, Rende District, Tainan City, Taiwan

Address

Taiwan

Nationality

and the successors, assigns and legal representatives of the ASSIGNEE

(complete one of the following)

☒ the entire right, title and interest

☐ an undivided \_\_\_\_\_ percent ( \_\_\_\_\_ %) interest

for the United States and its territorial possessions

(check the following box if foreign rights are also to be assigned)

☐ and in all foreign countries

in and to, any and all improvements which are disclosed in the invention entitled :

LIPSTICK CASE

(check and complete (a), (b), (c) or (d))

PATENT

REEL: 030105 FRAME: 0016

and which is found in

- (a) ☐ U.S. patent application executed on even date herewith  
(b) ☐ U.S. patent application executed on \_\_\_\_\_  
(c) ☒ U.S. application serial no. 29/416,440 filed on March 22, 2012  
(d) ☐ U.S. patent no. \_\_\_\_\_ issued \_\_\_\_\_

(also check (e) if foreign application(s) is also being assigned)

(e) ☐ and any legal equivalent thereof in a foreign country, including the right to claim priority and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, division, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment;

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, I/We have hereunto set hand and seal this

March 20, 2013

(Date of signing).

WARNING : Date of signing must be the same as the date of execution of the application if item(a) was checked above.

1. I-Ming CHEN      2. Hsuan-Yu CHEN

Signature of ASSIGNOR(S)

I-Ming Chen  
Hsuan-Yu Chen  
\_\_\_\_\_  
\_\_\_\_\_

If ASSIGNOR is a legal entity complete the following information

\_\_\_\_\_  
Type or print the name of the above person  
authorized to sign on behalf of ASSIGNOR

\_\_\_\_\_  
Title

*NOTE : No witnessing, notarization or legalization is necessary. If the assignment is notarized or legalized then it will only be prima facie evidence of execution 35 USC 261. Use next page if notarization is desired.*

☐ Notarization or Legalization Page Added.