

## PATENT ASSIGNMENT

Electronic Version v1.1  
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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>Peter Giancana</td> <td>03/13/2013</td> </tr> <tr> <td>Stephen van Beek Faletti</td> <td>03/19/2013</td> </tr> </tbody> </table>		Name	Execution Date	Peter Giancana	03/13/2013	Stephen van Beek Faletti	03/19/2013				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>ELC Management LLC</td> </tr> <tr> <td>Street Address:</td> <td>767 Fifth Avenue</td> </tr> <tr> <td>City:</td> <td>New York</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>10153</td> </tr> </table>		Name:	ELC Management LLC	Street Address:	767 Fifth Avenue	City:	New York	State/Country:	NEW YORK	Postal Code:	10153
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number: 6315311340  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>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</p>											
ATTORNEY DOCKET NUMBER:	10.08										
NAME OF SUBMITTER:	Victoria Palumbo										
<p>Total Attachments: 2        source=10-08_assignment_2#page1.tif        source=10-08_assignment_2#page2.tif</p>											

CH \$40.00 13643621

WHEREAS, WE:

<u>Name</u>	<u>Residence</u>	<u>Citizenship</u>
Peter Giancana	52 Valley Avenue, Smithtown, NY 11787	US
Stephen van Beek FALETTI	139 Emerson Place, Apt. 602, Brooklyn, NY 11205	US

*ASSIGNORS*, are the inventors of the invention titled **HEAT-GENERATING APPLICATOR HEAD** for which we executed an application for a Patent of the United States which is identified by Attorney Docket Number: 10.08 / Application Number: 13/643,621 / Filing Date: APRIL 18, 2011; and

WHEREAS, ELC Management LLC, a Delaware corporation, having an office at 767 Fifth Avenue, New York, NY 10153, *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 us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the *ASSIGNORS*, 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 WE 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.

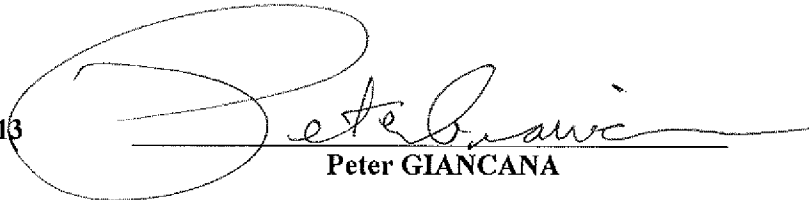
AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreements in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the *ASSIGNEE*, its successors, legal representatives and assigns, any facts known to us 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.

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date 3-13-13, 2013



Peter GIANCANA

Date 3/19/2013, 2013



Stephen van Beek FALETTI