

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>Benjamin Martin</td> <td>03/28/2013</td> </tr> <tr> <td>Phillip Seymour</td> <td>03/28/2013</td> </tr> </tbody> </table>		Name	Execution Date	Benjamin Martin	03/28/2013	Phillip Seymour	03/28/2013				
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Benjamin Martin	03/28/2013										
Phillip Seymour	03/28/2013										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>LipsInc LLC</td> </tr> <tr> <td>Street Address:</td> <td>95 Christopher Street</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>10014</td> </tr> </table>		Name:	LipsInc LLC	Street Address:	95 Christopher Street	City:	New York	State/Country:	NEW YORK	Postal Code:	10014
Name:	LipsInc LLC										
Street Address:	95 Christopher Street										
City:	New York										
State/Country:	NEW YORK										
Postal Code:	10014										
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>13350269</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13350269						
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Application Number:	13350269										
CORRESPONDENCE DATA											
<p>Fax Number: 2125156969 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 212-326-0180 Email: ALangsam@pryorcashman.com Correspondent Name: Andrew S. Langsam Address Line 1: 7 Times Square, 38th Floor Address Line 2: Pryor Cashman LLP Address Line 4: New York, NEW YORK 10036</p>											
ATTORNEY DOCKET NUMBER:	17730.00001A										
NAME OF SUBMITTER:	Andrew S. Langsam										
Signature:	/andrew s langsam/										
Date:	04/10/2013										

CH \$40.00 13350269

This document serves as an Oath/Declaration (37 CFR 1.63).

Total Attachments: 2

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ASSIGNMENT OF INVENTION

PATENT

For: U.S. and/or Foreign Rights
For: U.S. Application or U.S. Patent
By: Inventor(s) or Present Owner

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 or person or entity who owns the invention):

Type or print name(s) of ASSIGNOR(S), Address and Nationality

Name:	Phillip Seymour	Name:	Benjamin Martin
Address:	95 Christopher Street #6B New York, NY 10014	Address:	641 Willoughby Avenue #4 Brooklyn, NY 11206
Citizenship:	US	Citizenship:	US

hereby sells, assigns, and transfers to

ASSIGNEE:

Type or print name of ASSIGNEE, Address and Nationality

Name: Lipsinc LLC
Address: 95 Christopher Street
New York, New York 10014
Corporation: New York

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, including all rights to claim priority,

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

Title: LIP GLOSS APPLICATOR

Attorney File No.: 17730.00001

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

and which is found in:

- (a) ___ U.S. patent application executed on even date herewith.
- (b) ___ U.S. patent application executed on _____.
- (c) X U.S. patent application Serial No. 13/350,269 filed on January 13, 2012.
- (d) ___ U.S. Patent No. _____ issued on _____.
- (e) ___ U.S. provisional patent application filed _____.

___ A change of address to which correspondence is to be sent regarding patent maintenance fees is being sent separately.

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

- (f) X 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 all 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 3/28/13
(Date of Signing)

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

Phillip Seymour
Phillip Seymour

Benjamin Martin
Benjamin Martin

If ASSIGNOR is a legal entity complete the following information:

Type or print name of the above person authorized to sign for 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.