

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>Sarah Kloman</td> <td>05/30/2013</td> </tr> <tr> <td>Jesse A. Chertoff</td> <td>05/31/2013</td> </tr> <tr> <td>Stephanie Lamb</td> <td>05/31/2013</td> </tr> </tbody> </table>		Name	Execution Date	Sarah Kloman	05/30/2013	Jesse A. Chertoff	05/31/2013	Stephanie Lamb	05/31/2013
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Sarah Kloman	05/30/2013								
Jesse A. Chertoff	05/31/2013								
Stephanie Lamb	05/31/2013								
RECEIVING PARTY DATA									
Name:	ELC Management LLC								
Street Address:	155 Pinelawn Road								
Internal Address:	Suite 345 South								
City:	Melville								
State/Country:	NEW YORK								
Postal Code:	11747								
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>29452656</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29452656				
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Application Number:	29452656								
CORRESPONDENCE DATA									
Fax Number:	6315311340								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	631-414-6091								
Email:	lleonard@estee.com								
Correspondent Name:	Lynn Leonard								
Address Line 1:	155 Pinelawn Road								
Address Line 2:	Suite 345 South								
Address Line 4:	Melville, NEW YORK 11747								
ATTORNEY DOCKET NUMBER:	12.65D								
NAME OF SUBMITTER:	Lynn Leonard								
Signature:	/Lynn Leonard/								

PATENT

Date:

06/04/2013

Total Attachments: 3

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ASSIGNMENT

WHEREAS, WE:

<u>Name</u>	<u>Residence</u>	<u>Citizenship</u>
Sarah Kloman	411 Beach Avenue; Mamaroneck, NY 10543	US
Jesse A. Chertoff	36 Grandview Terrace; Tenafly, NJ 07670	US
Stephanie Lamb	2 Denton Place; Farmingdale, NY 11735	US

ASSIGNORS, are the inventors of the invention entitled **LIPSTICK BULLET** for which we executed an application for a Patent of the United States which is identified by Attorney Docket Number: 12.65D/ Application Number: 29/452,656 / Filing Date: April 19, 2013; and

WHEREAS, **ELC Management LLC**, a Delaware corporation, having an office at 155 Pinelawn Road, Suite 345 South, Melville, NY 11747, *ASSIGNEE*, is desirous of obtaining the entire right, title and interest in, to and under the invention and the application:

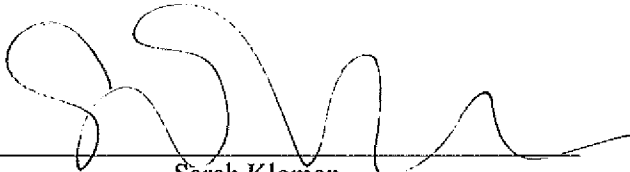
NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the *ASSIGNORS*, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and 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 5/30/13, 2013 
Sarah Kloman

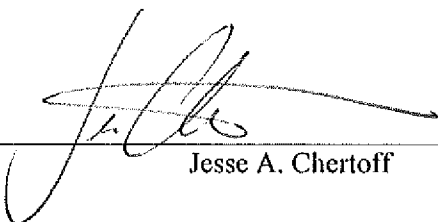
State of: NEW YORK

County of: NEW YORK

On the 30th day of MAY in the year 2013 before me, the undersigned, a Notary Public in and for said State, personally appeared Sarah Kloman, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.


Notary Public

LENNARD JOHN, JR.
Notary Public, State of New York
No. 01JO4995662 Qual. in Kings Co.
Certificate Filed in New York County
Commission Expires June 4, 2014

Date 5/31/13, 2013 
Jesse A. Chertoff

State of: NEW YORK

County of: NEW YORK

On the 31st day of MAY in the year 2013 before me, the undersigned, a Notary Public in and for said State, personally appeared Jesse A. Chertoff, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.


Notary Public

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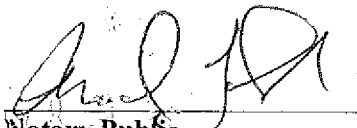
IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date 05/31, 2013 Stephanie Astrid Lamb
Stephanie Lamb

State of: NEW YORK

County of: NEW YORK

On the 31st day of MAY in the year 2013 before me, the undersigned, a Notary Public in and for said State, personally appeared Stephanie Lamb, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.


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