PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT |
|-----------------------|----------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|---------------------|----------------|
| BEGE Privatstiftung | 06/05/2013 |

RECEIVING PARTY DATA

| Name: | Hairdreams Haarhandels GmbH | |
|-----------------|-----------------------------|--|
| Street Address: | Floraquellweg 9 | |
| City: | 8051 Graz | |
| State/Country: | AUSTRIA | |

PROPERTY NUMBERS Total: 3

| Property Type | Number |
|---------------------|----------|
| Patent Number: | 8322351 |
| Patent Number: | 7036517 |
| Application Number: | 12177515 |

CORRESPONDENCE DATA

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| ATTORNEY DOCKET NUMBER: | BP-GC |
|-------------------------|--------------------|
| NAME OF SUBMITTER: | Klaus P. Stoffel |
| Signature: | /Klaus P. Stoffel/ |
| Date: | 07/15/2013 PATENT |

502418956 REEL: 030795 FRAME: 0162

OP \$120 00 8322351

Total Attachments: 5

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PATENT REEL: 030795 FRAME: 0163

ASSIGNMENT

WHEREAS.

BEGE Privatstiftung Schubertring 8 1010 Vienna, Austria

(the Assignor), is the assignee of record of U.S. Patent No. 7,036,517 issued May 2, 2006, for an APPLICATOR FOR REPLACEMENT HAIR STRANDS (the 1st Patent); U.S. Patent No. 8,322,351 issued December 4, 2012, for an THERMOPLASTIC HAIR CONNECTING ELEMENTS (the 2nd Patent); and U.S. Patent Application Serial No. 12/177,515 filed July 22, 2008, for an HAIR WEFT FOR HAIR EXTENSION AND THICKENING (the Application);

AND WHEREAS,

Hairdreams Haarhandels GmbH Floraquellweg 9 8051 Graz, Austria

a limited liability company under the laws of Austria, (the Assignee) desires to acquire the entire right, title and interest in, to and under the 1st Patent, the 2nd Patent and the Application.

NOW, THEREFORE, to all whom it may concern, be it known that for valuable consideration, the receipt of which is hereby acknowledged, the Assignor does hereby sell, assign, transfer and set over unto the Assignee, the entire right, title and interest in, to and under the 1st Patent, the 2nd Patent and the Application, including, without limitation, any divisions and continuations of the patent applications, all Patents which may be granted on such applications, all reissues thereof, all rights to sue for past infringement thereunder and all patents which may be granted relating to the 1st Patent, the 2nd Patent and the Application and all income, royalties, damages and payments now due or which later become payable in respect

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thereto, the same to be held and enjoyed by the Assignee for its own use and behalf, and for the use and behalf of its successors, assigns or other legal representatives, to the end of the term or terms of which said the 1st Patent, the 2nd Patent and the Application, are or may be granted as fully and entirely as the same would have been held and enjoyed by the Assignor, if this Assignment and sale had not been made.

The Assignor agrees to sign any additional Assignments and other appropriate documentation necessary to effectuate and validate this Assignment, as soon as is practicable after the date of this Assignment.

BEGE Privatstiftung

Date

Signature

Signature

136.2013

GEORG LESS ACH

Name and Title

Name and Title

Signed in the presence of:

PAMELA KUCHARSKI (5.6.2013)

DR. Isene Lughofer 13.6.2013

My Mel

PTO/SB/96 (07-05)

Approved for use through 07/31/2012, OMB 0851-0031

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| | ST | ATEMENT UNDER | 37 CFR 3.73(b) | |
|--|---|--|-------------------------------------|--|
| Applicant/Patent Ov | wner: Gerhard Ott | | | |
| | | | Filed/Issue Date: 05-02 | 2-2006 |
| Titled: APPLICA | ATOR FOR REPLACEMEN | T HAIR STRANDS | | |
| BEGE PRIVATST | IFTUNG | ,a Private I | Foundation | |
| (Name of Assignee) | | (Type of / | Assignee, e.g., corporation, partne | ership, university, government agency, etc. |
| states that it is: | | | | |
| 1. X the assig | gnee of the entire right, title, ar | d interest in: | | |
| 2. an assig | nee of less than the entire righ tent (by percentage) of its own | t, title, and interest in rship interest is | %); or | |
| 3. The assignment | gnee of an undivided interest in | n the entirety of (a co | mplete assignment from o | ne of the joint inventors was made) |
| Substitute of the substitute o | on/patent identified above, by v | | | |
| A. X An assign the Unit | unment from the inventor(s) of ed States Patent and Tradema | the patent application | n/patent identified above. | The assignment was recorded in 0138, or for which a |
| copy the | erefore is attached. | | | |
| B. A chain | of title from the inventor(s), of t | he patent application | /patent identified above, to | o the current assignee as follows: |
| 1. From | 1; | | To: | |
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| Addition | nal documents in the chain of ti | itle are listed on a su | pplemental sheel(s). | |
| or concurrent | tly is being, submitted for recor | dation pursuant to 37 | 7 CFR 3.11. | he original owner to the assignee was, . |
| accordance v | with 37 CFR Part 3, to record the | ne assignment in the | records of the USPTO. Se | pe submitted to Assignment Division in the MPEP 302.08] |
| The undersigned (w | hose title is supplied below) is | authorized to act on | behalf of the assignee. | 5/6/2013 |
| Signature | / | 7 - / / - |)," | Date |
| CARRY (XII) | POBACIT | KOSCH LE | NATE | 13.6.2013 |
| Printed or T | vned Name | | | Title |

This collection of information is required by 37 CFR 3.72(a). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA. 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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|---|--|---|---|--|---|---|
| Applicant | Patent Owr | ner: Gerhard Ott | | • | | |
| Applicatio | Application No./Patent No.: 8,322,351 Filed/Issue Date: 12-04-2012 | | | | -04-2012 | |
| Titled: | THERMO | PLASTIC HAIR CON | NECTING ELE | MENTS | | • |
| BEGE PF | RIVATSTIF | FTUNG | ************************************** | Private Fou | ındation | |
| (Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc. | | | | adnership, university, government agency, etc. | | |
| states that | titis: | | | | | |
| 1. 🗵 | the assign | nee of the entire right, I | title, and interest i | n; | | |
| 2. | an assign (The exte | ee of less than the ent nt (by percentage) of it | ire right, title, and is ownership inten | interest in est is | %); or | |
| 3. | the assigr | nee of an undivided into | erest in the entire | ty of (a comp | lete assignment fro | m one of the joint inventors was made) |
| the patent | application | n/patent identified abov | e, by virtue of eith | ner: | | |
| A. 🗵 | the United | d States Patent and Tri | r(s) of the patent a ademark Office at | application/pa Reel 02001 | stent identified abov | ve. The assignment was recorded in ne 0464, or for which a |
| OR | copy then | efore is attached. | | | | |
| В. 🗌 | A chain of | f title from the inventor | (s), of the patent a | application/pa | tent identified abov | e, to the current assignee as follows: |
| | 1. From: | *************************************** | | | To: | |
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| | Additions | al documents in the cha | ain of title are liste | d on a supple | emental sheet(s). | |
| | | 37 CFR 3.73(b)(1)(i), is being, submitted fo | | | | m the original owner to the assignee was, |
| [NC acc | TE: A sepa ordance wi | arate copy (i.e., a true ith 37 CFR Part 3, to re | copy of the origin cord the assignment | nal assignme ent in the rec | nt document(s)) mu ords of the USPTO | ist be submitted to Assignment Division in . <u>See</u> MPEP 302.08] |
| The under | signed (wh | ose title is supplied bel | low) is authorized, | to act on bet | alf of the assignee | 5/6/2013 |
| Sig | gnature \ | 1. | pert | | | Date |
| Grown | Ecens . | lack | KOS CH | RENIT | TE | 13.6.2013 |
| Or | inted or Tw | ned Name | | | ** | Title |

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| and an internal district of the control of the cont | IENT UNDER 37 CFR 3.73(b) | | | |
| Applicant/Patent Owner. Gerhard Ott | | | | |
| | Filed/Issue Date: 07-22-2008 | | | |
| Titled: HAIR WEFT FOR HAIR EXTENSION AN | | | | |
| BEGE PRIVATSTIFTUNG | - Private Foundation | | | |
| BEGE PRIVATSTIFTUNG Private Foundation | | | | |
| states that it is: | | | | |
| the assignee of the entire right, title, and interest. | rest in; | | | |
| an assignee of less than the entire right, title (The extent (by percentage) of its ownership | , and interest in interest is%); or | | | |
| 3. the assignee of an undivided interest in the | entirety of (a complete assignment from one of the joint inventors was made) | | | |
| the patent application/patent identified above, by virtue | of either: | | | |
| A. An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 021510 , Frame 0146 , or for which a copy therefore is attached. | | | | |
| OR | tent application/patent identified above, to the current assignee as follows: | | | |
| Manufacture (A.P. | To: | | | |
| | United States Patent and Trademark Office at | | | |
| | rame, or for which a copy thereof is attached. | | | |
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| Additional documents in the chain of title ar | a listed on a supplemental sheet(s). | | | |
| As required by 37 CFR 3.73(b)(1)(i), the docume or concurrently is being, submitted for recordation | intary evidence of the chain of title from the original owner to the assignee was, i pursuant to 37 CFR 3.11. | | | |
| [NOTE: A separate copy (i.e., a true copy of the accordance with 37 CFR Part 3, to record the as: | original assignment document(s)) must be submitted to Assignment Division in ignment in the records of the USPTO. <u>See</u> MPEP 302.08] | | | |
| The undersigned (whose title is supplied below) is author | rized to act on behalf of the essignee. | | | |
| Signature | Date | | | |
| GOTH UNOTRACK KO | SCH RENATE 13.6.2013 | | | |
| Printed or Typed Name | Title | | | |

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PATENT REEL: 030795 FRAME: 0168

RECORDED: 07/15/2013