

## 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>Thomas Edward Owen</td> <td>09/24/2013</td> </tr> <tr> <td>Chong Won Jessica Woo-Kim</td> <td>09/24/2013</td> </tr> <tr> <td>Jenny Wong</td> <td>09/24/2013</td> </tr> <tr> <td>Richard LaPosta</td> <td>09/24/2013</td> </tr> <tr> <td>Lois Cecere</td> <td>09/24/2013</td> </tr> </tbody> </table> |                     | Name          | Execution Date      | Thomas Edward Owen  | 09/24/2013        | Chong Won Jessica Woo-Kim | 09/24/2013      | Jenny Wong | 09/24/2013 | Richard LaPosta | 09/24/2013 | Lois Cecere  | 09/24/2013 |
| Name   | Execution Date      |               |                     |                     |                   |                           |                 |            |            |                 |            |              |            |
| Thomas Edward Owen   | 09/24/2013          |               |                     |                     |                   |                           |                 |            |            |                 |            |              |            |
| Chong Won Jessica Woo-Kim  | 09/24/2013          |               |                     |                     |                   |                           |                 |            |            |                 |            |              |            |
| Jenny Wong   | 09/24/2013          |               |                     |                     |                   |                           |                 |            |            |                 |            |              |            |
| Richard LaPosta  | 09/24/2013          |               |                     |                     |                   |                           |                 |            |            |                 |            |              |            |
| Lois Cecere  | 09/24/2013          |               |                     |                     |                   |                           |                 |            |            |                 |            |              |            |
| RECEIVING PARTY DATA   |                     |               |                     |                     |                   |                           |                 |            |            |                 |            |              |            |
| <table border="1"> <tr> <td>Name:</td> <td>ELC Management, LLC</td> </tr> <tr> <td>Street Address:</td> <td>155 Pinelawn Road</td> </tr> <tr> <td>Internal Address:</td> <td>Suite 345 South</td> </tr> <tr> <td>City:</td> <td>Melville</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>11747</td> </tr> </table>  |                     | Name:         | ELC Management, LLC | Street Address:     | 155 Pinelawn Road | Internal Address:         | Suite 345 South | City:      | Melville   | State/Country:  | NEW YORK   | Postal Code: | 11747      |
| 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>29461388</td> </tr> </tbody> </table>  |                     | Property Type | Number              | Application Number: | 29461388          |                           |                 |            |            |                 |            |              |            |
| Property Type  | Number              |               |                     |                     |                   |                           |                 |            |            |                 |            |              |            |
| Application Number:  | 29461388            |               |                     |                     |                   |                           |                 |            |            |                 |            |              |            |
| CORRESPONDENCE DATA  |                     |               |                     |                     |                   |                           |                 |            |            |                 |            |              |            |
| Fax Number: 6315311340<br><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i><br>Phone: 631-414-6091<br>Email: leonad@estee.com<br>Correspondent Name: Lynn Leonard<br>Address Line 1: 155 Pinelawn Road<br>Address Line 2: Suite 345 South<br>Address Line 4: Melville, NEW YORK 11747   |                     |               |                     |                     |                   |                           |                 |            |            |                 |            |              |            |
| ATTORNEY DOCKET NUMBER:  | 13.43D              |               |                     |                     |                   |                           |                 |            |            |                 |            |              |            |

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|---|----------------|
| NAME OF SUBMITTER:  | Lynn Leonard   |
| Signature:  | /Lynn Leonard/ |
| Date:   | 09/27/2013     |
| <b>Total Attachments: 4</b><br>source=13-43D_Assignment#page1.tif<br>source=13-43D_Assignment#page2.tif<br>source=13-43D_Assignment#page3.tif<br>source=13-43D_Assignment#page4.tif |                |

ASSIGNMENT

WHEREAS, WE:

| Name                      | Residence   | Citizenship |
|---------------------------|---|-------------|
| Thomas Edward Owen        | 15 Sycamore Lane; Montauk, NY, 11954                | US          |
| Chong Won Jessica Woo-Kim | 538 2nd Street, Unit B; Palisades Park, NJ, 07650   | US          |
| Jenny Wong                | 24 Crescent Road; Edison, NJ, 08817                 | US          |
| Richard LaPosta           | 34 Spruce Run; Ramsey, NJ 07446                     | US          |
| Lois Cecere               | 761 West Fingerboard Road; Staten Island, NY, 10305 | US          |

*ASSIGNORS*, are the inventors of the invention entitled **SKIN CLEANSING APPLICATOR BASE** for which **we executed an application** for a Patent of the United States which is identified by **Attorney Docket Number: 13.43D / Application Number: 29/461388 / Filing Date: 23 Jul 2013**; and

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

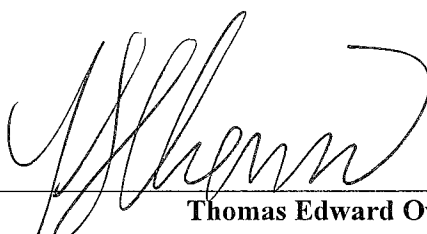
NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the *ASSIGNORS*, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and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

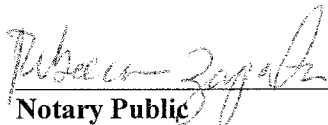
IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

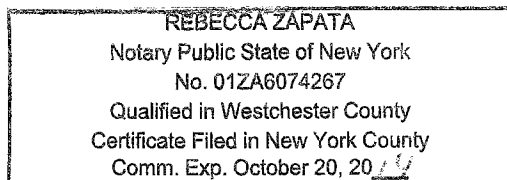
Date 9/24, 2013   
Thomas Edward Owen

State of: New York

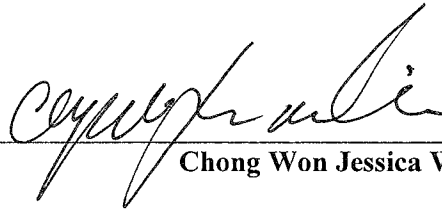
County of: New York

On the 24th day of September in the year 2013 before me, the undersigned, a Notary Public in and for said State, personally appeared **Thomas Edward Owen**, 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



Date 9/24/13, 2013

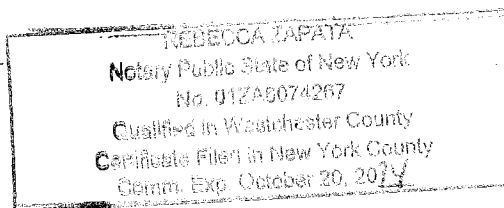


Chong Won Jessica Woo-Kim

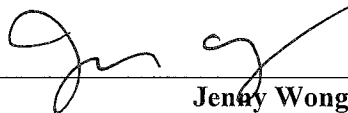
State of: New York

County of: New York

On the 24<sup>th</sup> day of September in the year 2013 before me, the undersigned, a Notary Public in and for said State, personally appeared **Chong Won Jessica Woo-Kim** 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

Date 9/24/13, 2013

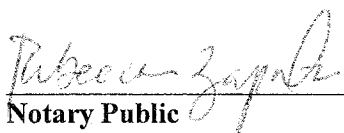
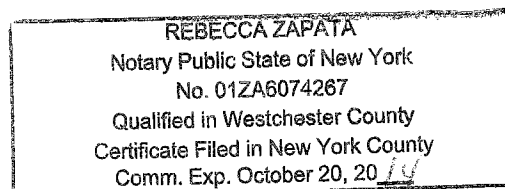



Jenny Wong

State of: New York

County of: New York

On the 24<sup>th</sup> day of September in the year 2013 before me, the undersigned, a Notary Public in and for said State, personally appeared **Jenny Wong** 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

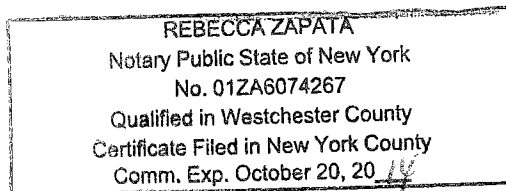
Date 9/24/13, 2013   
Richard LaPosta

State of: New York

County of: New York

On the 24<sup>th</sup> day of September in the year 2013 before me, the undersigned, a Notary Public in and for said State, personally appeared **Richard LaPosta** 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

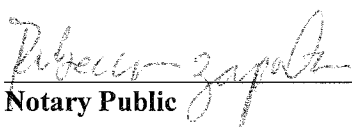


Date 9/24, 2013   
Lois Cecere

State of: New York

County of: New York

On the 24<sup>th</sup> day of September in the year 2013 before me, the undersigned, a Notary Public in and for said State, personally appeared **Lois Cecere** 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

