

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT2572694

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>KEISHA L WRIGHT</td> <td>10/09/2013</td> </tr> <tr> <td>H. ANTHONY FRANKLIN</td> <td>10/09/2013</td> </tr> </tbody> </table>		Name	Execution Date	KEISHA L WRIGHT	10/09/2013	H. ANTHONY FRANKLIN	10/09/2013				
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KEISHA L WRIGHT	10/09/2013										
H. ANTHONY FRANKLIN	10/09/2013										
RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>SWOON BEAUTY, LLC</td> </tr> <tr> <td>Street Address:</td> <td>201 EASTERN PARKWAY, 6B</td> </tr> <tr> <td>City:</td> <td>BROOKLYN</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>11238</td> </tr> </table>		Name:	SWOON BEAUTY, LLC	Street Address:	201 EASTERN PARKWAY, 6B	City:	BROOKLYN	State/Country:	NEW YORK	Postal Code:	11238
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number: (713)650-6458</p> <p>Phone: 8323697852</p> <p>Email: patent@boulwarevaloir.com</p> <p><i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i></p> <p>Correspondent Name: BOULWARE & VALOIR</p> <p>Address Line 1: THREE RIVERWAY, SUITE 950</p> <p>Address Line 4: HOUSTON, TEXAS 77056</p>											
ATTORNEY DOCKET NUMBER:	SWOON:002US										
NAME OF SUBMITTER:	SPARKLE T. ELLISON										
Signature:	/Sparkle T. Ellison/										
Date:	10/10/2013										

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

Total Attachments: 3

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ASSIGNMENT & DECLARATION

WHEREAS, we, Keisha L. Wright and H. Anthony FRANKLIN, have invented the invention described in the patent application titled COSMETICS RETRIEVAL AND APPLICATOR TOOL WITH NON-POROUS TIP APPARATUS, identified in attached Exhibit A (the "PATENT");

WHEREAS, Swoon Beauty, LLC ("ASSIGNEE") at 201 Eastern Parkway, 6B, Brooklyn, NY 11238, is desirous of acquiring the entire right, title and interest in the PATENT (together the "PARTIES"), as well as any priority application, continuation, continuation-in-part, divisional, re-examination or re-issue application thereof, and any foreign counterpart application related thereto, and to any letter patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we do hereby assign to ASSIGNEE our entire right, title and interest in the PATENT, together with all patents that may issue therefrom anywhere in the world;

AND we further agree to execute any powers of attorney, declarations, oaths and other documents that may be required to perfect such rights, title and interest in ASSIGNEE;

FURTHER the PARTIES hereby grant Boulware & Valoir the power to perfect and record this assignment and to insert on Exhibit A any further patent identification that may be necessary or desirable in order to record this assignment;

FURTHER this assignment is intended to be utilized as the required oath or declaration under Rule §1.63.

By signing below as a declarant, each inventor declares the following:

As the named inventor, I hereby declare that this declaration is directed to the above-identified application(s), and that I have read and understood the application including the claims. Further, I acknowledge and understand my duty to disclose material information to the Patent Office.

The above-identified application was made or authorized to be made by me.

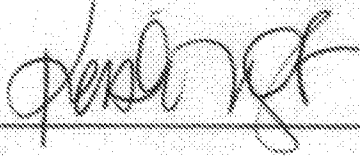
I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

Exhibit A:

APPLICATION NUMBER	FILING DATE	COUNTRY	TITLE
61/712,799	October 11, 2012	US	COSMETICS RETRIEVAL AND APPLICATOR TOOL WITH NON-POROUS TIP APPARATUS
14/050,429	October 10, 2013	US	COSMETICS RETRIEVAL AND APPLICATOR TOOL WITH NON-POROUS TIP APPARATUS

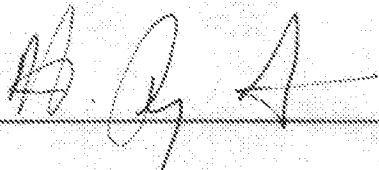
IN WITNESS WHEREOF, I have hereunto set my hand this 9th
day of October, 2013.



Declarant:

Keisha L. WRIGHT

IN WITNESS WHEREOF, I have hereunto set my hand this
9th day of October, 2013.



Declarant: H.

Anthony FRANKLIN

PATENT