

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT2779837

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SARINA GODIN	03/13/2014
RECEIVING PARTY DATA	
Name:	BARE ESCENTUALS BEAUTY, INC.
Street Address:	71 STEVENSON STREET
Internal Address:	22ND FLOOR
City:	SAN FRANCISCO
State/Country:	CALIFORNIA
Postal Code:	94105
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29485705
CORRESPONDENCE DATA	
Fax Number:	(858)724-0384
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	858-724-0375 X 102
Email:	preston@drpan.com
Correspondent Name:	DAVID R. PRESTON
Address Line 1:	10765 WALLINGFORD ROAD
Address Line 2:	DAVID R. PRESTON & ASSOCIATES APC
Address Line 4:	SAN DIEGO, CALIFORNIA 92126
ATTORNEY DOCKET NUMBER:	BEI-109.P.1
NAME OF SUBMITTER:	DAVID R. PRESTON
SIGNATURE:	/David R. Preston/
DATE SIGNED:	03/21/2014
Total Attachments: 1	
source=20140321124336247#page1.tif	

ASSIGNMENT OF APPLICATION

Docket Number: BEI-109.P.1

In consideration of the sum of One Dollar (\$1.00) or equivalent and other good and valuable consideration paid to each of the undersigned: the undersigned, hereby sells and assigns to Bare Escentuals Beauty, Inc. their entire right, title and interest in:

for the United States of America (as defined in 35 U.S.C. § 100),
 and throughout the world;

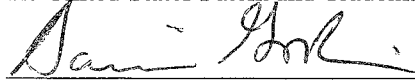
wherein Bare Escentuals Beauty, Inc. is Assignee;
in the patent application known as Brush Head With Recessed Bristles for which a design application for patent in the United States has been filed March 21, 2014 (also known as United States Application Number 29/485,705), and in any and all applications thereon, in any and all Letters Patent(s) therefore, and in any and all reissues, extensions, renewals, reexaminations of such applications or Letters Patent(s) and conversion, divisional and continuation applications thereof, to the full end of the term or terms for which such Letters Patent(s) issue, such entire right, title and interest to be held and enjoyed by the above-named Assignee to the same extent as they would have been held and enjoyed by the undersigned had this assignment and sale not been made.

The undersigned agree(s) to execute all papers necessary in connection with the application(s) and any conversion, continuing (continuation, divisional, or continuations-in-part), reissue, reexamination or corresponding application(s) thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient.

The undersigned agree(s) to execute all papers necessary in connection with any interference that may be declared concerning the application(s) or any conversion, continuing (continuation, divisional or continuation-in-part), reissue or reexamination application thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.

The undersigned hereby represents that the undersigned has full right to convey the entire interest herein assigned, and that the undersigned has not executed, and will not execute, any agreement in conflict therewith.

The undersigned hereby grants David R. Preston, Registration No. 38,710, of DAVID R. PRESTON & ASSOCIATES, APC, 10765 Wallingford Road, San Diego, California 92126, power to insert in this assignment any further identification that may be necessary to desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.


Sarina Godin

3/13/14
Date