

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2836994

| | | |
|---|------------------------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | ASSIGNMENT | |
| CONVEYING PARTY DATA | | |
| | Name | Execution Date |
| | MICHELLE HINES | 07/12/2012 |
| | TIFFANY FLORENCE | 07/12/2012 |
| | DAVID GAN | 07/10/2012 |
| RECEIVING PARTY DATA | | |
| Name: | MARY KAY INC. | |
| Street Address: | 16251 N. DALLAS PARKWAY | |
| City: | DALLAS | |
| State/Country: | TEXAS | |
| Postal Code: | 75379-9045 | |
| PROPERTY NUMBERS Total: 1 | | |
| Property Type | Number | |
| Application Number: | 13907500 | |
| CORRESPONDENCE DATA | | |
| Fax Number: | (512)536-4598 | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | |
| Phone: | 512-474-5201 | |
| Email: | aoipdocket@nortonrosefulbright.com | |
| Correspondent Name: | FULBRIGHT & JAWORSKI LLP | |
| Address Line 1: | 98 SAN JACINTO BOULEVARD | |
| Address Line 2: | SUITE 1100 | |
| Address Line 4: | AUSTIN, TEXAS 78701-4255 | |
| ATTORNEY DOCKET NUMBER: | MKAY.P0186US.C2 | |
| NAME OF SUBMITTER: | MICHAEL R. KRAWZSENEK | |
| SIGNATURE: | /Michael R. Krawzsenek/ | |
| DATE SIGNED: | 04/30/2014 | |
| Total Attachments: 3 | | |
| source=MKAYP0186USC2_Assignment#page1.tif | | |
| source=MKAYP0186USC2_Assignment#page2.tif | | |
| source=MKAYP0186USC2_Assignment#page3.tif | | |

ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, the undersigned, do hereby:

SELL, ASSIGN AND TRANSFER to MARY KAY INC. (the "Assignee"), having a place of business at 16251 N. Dallas Parkway, Dallas, Texas 75379-9045, the entire right, title and interest for the United States and all foreign countries in and to any and all improvements which are disclosed in the application for United States Letters Patent, Serial No. 13/326,138, which has been filed on December 14, 2011 and is entitled "BOTANICAL FORMULATIONS," which is a continuation of U.S. Application Serial Number 12/768,450, filed April 27, 2010, which claims the benefit of U.S. Provisional Application Serial Number 61/173,042, filed April 27, 2009, such application and all divisional, continuing, substitute, renewal, reissue and all other applications for patent which have been or shall be filed in the United States and all foreign countries on any of such improvements; all original and reissued patents which have been or shall be issued in the United States and all foreign countries on such improvements; and specifically including the right to file foreign applications under the provisions of any convention or treaty and claim priority based on such application in the United States;

AUTHORIZE AND REQUEST the issuing authority to issue any and all United States and foreign patents granted on such improvements to the Assignee;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the undersigned, and that the full right to convey the same as herein expressed is possessed by the undersigned;

COVENANT, when requested and at the expense of the Assignee, to carry out in good faith the intent and purpose of this assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements; execute all rightful oaths, declarations, assignments, powers of attorney and other papers; communicate to the Assignee all facts known to the undersigned relating to such improvements and the history thereof; and generally do everything possible which the Assignee shall consider desirable for vesting title to such improvements in the Assignee, and for securing, maintaining and enforcing proper patent protection for such improvements;

TO BE BINDING on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

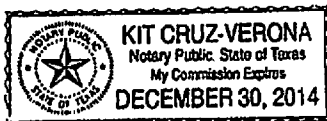
The assignment of said invention is effective as of the earlier of (1) the date of execution shown below or (2) the filing date of the first filed of said patent applications.

Signature: *Michelle Hines* Date: 7/12/12
Name: Michelle HINES

STATE OF Texas
COUNTY OF Dallas

BEFORE ME, the undersigned authority, on this 07th day of July, 2012 personally appeared Michelle HINES, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he/she executed the same of his/her own free will for the purposes and consideration therein expressed.

[SEAL]



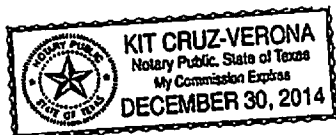
Kit Cruz-Verona
Notary or Consular Officer

Signature: *Tiffany Florence* Date: 7/12/12
Name: Tiffany FLORENCE

STATE OF Texas
COUNTY OF Dallas

BEFORE ME, the undersigned authority, on this 07th day of July, 2012 personally appeared Tiffany FLORENCE, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he/she executed the same of his/her own free will for the purposes and consideration therein expressed.

[SEAL]



Kit Cruz-Verona
Notary or Consular Officer

Signature: [Signature]
Name: David GAN

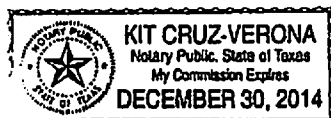
Date: 7/10/12

STATE OF Texas
COUNTY OF Dallas

BEFORE ME, the undersigned authority, on this 10th day of July, 2012 personally appeared David GAN, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he/she executed the same of his/her own free will for the purposes and consideration therein expressed.

[Signature]
Notary or Consular Officer

[SEAL]



FULBRIGHT & JAWORSKI L.L.P.
98 San Jacinto Blvd, Suite 1100
Austin, Texas 78701