

<b>PATENT ASSIGNMENT COVER SHEET</b>
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JOSE LONGORIA	09/20/2014
MELVIN R KENNEDY	09/20/2014
<b>RECEIVING PARTY DATA</b>	
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<b>PROPERTY NUMBERS Total: 4</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	14493829
Application Number:	61960797
Application Number:	61962415
Application Number:	61967186
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(847)960-6652
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Phone:</b>	847-809-4285
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<b>ATTORNEY DOCKET NUMBER:</b>	80-001
<b>NAME OF SUBMITTER:</b>	PERRY HOFFMAN

**PATENT**

<b>SIGNATURE:</b>	/perry hoffman/
<b>DATE SIGNED:</b>	09/23/2014
	This document serves as an Oath/Declaration (37 CFR 1.63).
<b>Total Attachments: 3</b> source=exdKurlyTailzDeclAndAssign80-001#page1.tif source=exdKurlyTailzDeclAndAssign80-001#page2.tif source=exdKurlyTailzDeclAndAssign80-001#page3.tif	

**Declaration and Assignment for Utility or  
Design Patent Application**

Title of invention:

HAIR DECORATING SYSTEM AND METHOD

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Patent Application, Serial No. \_\_\_\_\_ filed on \_\_\_\_\_, (or attached application herewith),

**I. Declaration**

As a below named inventor, I/we hereby declare that this declaration is directed to:

the attached application,

OR

United States application or PCT international application  
number \_\_\_\_\_ filed on \_\_\_\_\_  
and was amended on (MM/DD/YYYY) \_\_\_\_\_  
(if applicable).

**A. Compliance with the Leahy-Smith America Invents Act**

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, or both.

**B. Compliance for U.S. applications and PCT applications designating the U.S. filed before September 16, 2012**

I/we believe that I/we am/are the original and first inventor(s) of the subject matter which is claimed and for which a patent is sought.

I/we have reviewed and understand the contents of the above-identified application, including the claims, as amended by any amendment specifically referred to above.

I/we acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me/us to be material to patentability as defined in 37 CFR § 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I/we hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. § 1001 by fine or imprisonment, or both.

## II. Assignment

FOR VALUE RECEIVED, the receipt of which is hereby acknowledged, the below named inventor or inventors (hereinafter called "ASSIGNOR") hereby assigns, transfers, and sets over to:

Kennedy-Matsumoto Design LLC and Longoria Design LLC

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(hereinafter called "ASSIGNEE"), the full and exclusive worldwide right, title and entire interest in and to the above-named invention and all rights and privileges under any Letters Patent which may be granted thereon, in the above-named invention and additionally Provisional Application Nos. 61/960,797 filed September 27, 2013, 61/962,415 filed November 7, 2013, and 61/967,186 filed March 13, 2014, including all rights, including all Convention and Treaty rights of all kinds, if any, throughout the entire world to sue for all infringements, including past infringements which may have occurred before the execution of this assignment.

ASSIGNOR also assigns all rights, titles, and interests in and to said invention in the United States and in all foreign countries, and all applications for Patent which may evolve therefrom, including the right to claim International Convention, PCT International, National, and/or Treaty priority rights.

The ASSIGNOR agrees without charge to said ASSIGNEE but at its expense (a) to execute (i) all necessary papers to be used in connection with this application and any additional, continuing, or divisional applications, as the ASSIGNEE may deem necessary or expedient, (ii) all papers in connection with any interference or other legal or quasi-legal proceedings relating to this application or any additional, continuing, or divisional application thereof, (iii) all papers and documents which may be necessary in connection with the preparation and filing of any foreign applications or with making claims to priority rights granted under the provisions of the International Convention for Protection of Industrial Property or similar agreements; (b) to cooperate with ASSIGNEE in every way possible in obtaining evidence and going forward in any such proceedings; and (c) to perform all other affirmative acts which may be necessary or desirable to obtain a grant of a valid patent for said invention in any country throughout the world.

ASSIGNOR hereby grants to the law firm of **PERRY HOFFMAN & ASSOCIATES, P.C.** authority and power to insert on this Declaration and Assignment for Utility or Design Patent Application any further identifications which may be necessary or desirable for purposes in the United States Patent and Trademark Office or a Patent Office of any foreign country.

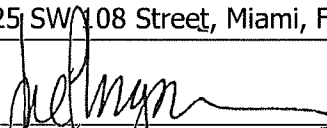
ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States to issue any and all Letters Patent that may be granted upon the above-identified application or any additional, continuing or divisional applications thereof to the ASSIGNEE, its successors and assigns.

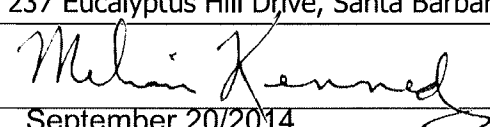
ASSIGNOR hereby covenants and warrants that he or she has full right to convey the entire right, title and interest by this instrument, free of any encumbrances and that no other agreement has been or will be executed in conflict herewith.

All statements made herein of my/our own knowledge are true, all statements made on information and belief are believed to be true, and further I hereby acknowledge that any willful false statements made herein are punishable by fine or imprisonment of not more than five

years, or both, under 18 U.S.C. § 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

**III. Inventor Signatures**

Name:	Mr. Jose Longoria
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Signature:	
Date:	September 20/2014

Name:	Mr. Melvin R. Kennedy
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Signature:	
Date:	September 20/2014