503402178 07/22/2015

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT3448812

| SUBMISSION TYPE: | NEW ASSIGNMENT | |
|-----------------------|----------------|--|
| NATURE OF CONVEYANCE: | ASSIGNMENT | |

CONVEYING PARTY DATA

| Name | Execution Date |
|-------------|----------------|
| MARK SALMON | 07/20/2015 |

RECEIVING PARTY DATA

| Name: | AMELIA KNIGHT LIMITED | |
|-----------------|--|--|
| Street Address: | eet Address: UNIT 3, KNUTSFORD BUSINESS PARK | |
| City: | CHESHIRE | |
| State/Country: | UNITED KINGDOM | |
| Postal Code: | WA16 8ZR | |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 29527270 |

CORRESPONDENCE DATA

Fax Number: (612)492-7077

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.

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Address Line 2: 200 SOUTH SIXTH STREET, SUITE 4000 Address Line 4: MINNEAPOLIS, MINNESOTA 55402-1425

| ATTORNEY DOCKET NUMBER: | 69247.2.1 | |
|-------------------------|--------------------|--|
| NAME OF SUBMITTER: | DEBORAH L. MADAY | |
| SIGNATURE: | /Deborah L. Maday/ | |
| DATE SIGNED: | 07/22/2015 | |

Total Attachments: 3

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PATENT 503402178 REEL: 036149 FRAME: 0667

ASSIGNMENT

Whereas, Mark Salmon, with an address of Unit 3, Knutsford Business Park, Cheshire, WA16 8ZR, United Kingdom ("Assignor"), has made invention(s) for which United States and foreign patents and patent applications have been filed or will be filed and are identified on the attached Schedule 1;

Whereas, Amelia Knight Limited, having offices at Unit 3, Knutsford Business Park, Cheshire, WA16 8ZR, United Kingdom ("Assignee"), desires to acquire the entire right, title and interest in and to the United States and foreign patents and patent applications identified on the attached Schedule 1 and in and to the inventions described and claimed therein (the "Patents"); and

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors and assigns the following:

- (1) The entire right, title and interest to the Patents including the inventions described or claimed therein, to each U.S. and foreign patent application and patent from which the Patents claim priority, in whole or in part, and to each U.S. and foreign patent application and patent that claims priority to the Patents, in whole or in part;
- (2) The entire right, title and interest to any United States or foreign patents that may issue with respect to the inventions described or claimed in the Patents;
- (3) The entire right, title and interest to any renewals, reissues, extensions, substitutions, continuations, continuations-in-part, or divisions of the Patents, and all foreign applications based thereon;
- (4) The right to apply for patents in foreign countries in its own name and to claim any priority rights to which such foreign applications are entitled under international conventions, treaties or otherwise; and
- (5) The right to enforce patent rights to such Patents as fully and entirely as the same would have been held and enjoyed by the Assignors if this assignment had not been made; together with all claims by Assignors for damages by reason of past infringement or for provisional rights and including the right to sue for, and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns, and other legal representatives.

Assignor further agrees for himself and for his successors and assigns to execute and deliver without further consideration any further applications, assignments or other documents and to perform such other lawful acts as Assignee, its successors and assigns may deem necessary to fully secure, maintain and enforce its rights, title or interest as outlined herein.

Assignor hereby authorizes and requests the Commissioner of Patents to issue to Assignee any patents that may be granted in accordance with this Assignment.

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Assignor hereby authorizes and requests the Commissioner of Patents to issue to Assignee any patents that may be granted in accordance with this Assignment.

Assignor hereby authorizes attorneys associated with Customer No. 22859, of Fredrikson & Byron, P.A., 200 South Sixth Street, Suite 4000, Minneapolis, Minnesota, 55402-1425, to insert the application numbers, filing dates, and other identifying information on Schedule 1 when known.

This Agreement may be executed in one or more counterparts, all of which shall be considered one and the same agreement. The signatures from each counterpart may be combined with a copy of the Agreement to constitute the entire Agreement.

| Date: 20 · 7 · 20 (\$ | |
|-----------------------|-------------|
| WITNESS: | Assignor: |
| Name: | Mark Salmon |

SCHEDULE 1

US Patent Applications

| Patent App. No. | Date Filed | Title | Attorney Docket No. |
|--------------------|------------|--------------------|---------------------|
| 29/527,270 | 05/18/2015 | LIP BALM DISPENSER | 69247.2.1 |
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US Patents

| Patent No. | Date Issued | Title | |
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Foreign and International Patent Applications

| Country | Patent App. No. | Date Filed | Title | Attorney Docket No. |
|---------|-----------------|------------|-------------------------------|---------------------|
| EU | 002579789-0001 | 11/17/2014 | Applicators for Lip Cosmetics | |
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Foreign Patents

| Patent No. | Date of Issue | Title | | |
|------------|---------------|--------------------------|--|--|
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| | Patent No. | Patent No. Date of Issue | | |

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RECORDED: 07/22/2015

PATENT REEL: 036149 FRAME: 0670