503871799 06/15/2016

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 EPAS ID: PAT3918448 Stylesheet Version v1.2

SUBMISSION TYPE: NEW ASSIGNMENT NATURE OF CONVEYANCE: ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
CHRISTOPHE JACOB	06/14/2016
HERVE F BOUIX	06/09/2016

RECEIVING PARTY DATA

Name:	ELC MANAGEMENT LLC
Street Address:	155 PINELAWN ROAD
Internal Address:	SUITE 345 SOUTH
City:	MELVILLE
State/Country:	NEW YORK
Postal Code:	11747

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	29567203

CORRESPONDENCE DATA

Fax Number: (631)531-1340

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.

631-414-6088 Phone:

Email: pgiancan@estee.com

Correspondent Name: THE ESTEE LAUDER COS, INC

Address Line 1: 155 PINELAWN ROAD

Address Line 2: STE 345 S

Address Line 4: MELVILLE, NEW YORK 11747

ATTORNEY DOCKET NUMBER: 16.29D **NAME OF SUBMITTER:** PETER GIANCANA SIGNATURE: /Peter Giancana/ **DATE SIGNED:** 06/15/2016

Total Attachments: 2

source=16-29D_Assignment#page1.tif source=16-29D_Assignment#page2.tif

> **PATENT REEL: 038915 FRAME: 0938**

503871799

DOCKET NO.: 16.29D

APPLICATION NO.: 29/567,203 Page 1 of 2

ASSIGNMENT

WHEREAS, WE:

Name	Residence	Citizenship	
Herve F. Bouix	300 East 55 th Street, New York, NY, 10022	US	
Christophe Jacob	25 Chemin de la Maudinée, Roussillon, FR 38150	France	

ASSIGNORS, are the inventors of the invention entitled Dual Molded Mascara Brush Head for which we have executed an application concurrently herewith for a Patent of the United States which is identified by Attorney Docket Number: 16.29D / Application Number: 29/567,203 / Filing Date: June 7, 2016; and

WHEREAS, ELC Management LLC, a Delaware corporation, having an office at 155 Pinelawn Road, Suite 345 South, Melville, NY 11747, ASSIGNEE, is desirous of obtaining the entire right, title and interest in, to and under the invention and the application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the invention and the United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof, together with the right to claim priority from any previously filed provisional applications describing the invention or part thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for the invention in any countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for the invention in any countries foreign to the United States and all extensions, renewals and reissues thereof;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the *ASSIGNEE*, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreements in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for the invention in all countries.

PATENT REEL: 038915 FRAME: 0939 DOCKET NO.: 16,29D

APPLICATION NO.: 29/567,203

Page 2 of 2

IN TESTIMONY WHEREOF, We set our hands and seals the day and year opposite our respective signatures.

Date:

June 9, 2016

Harris F Boniv

State of: New York County of: Suffolk

On the 9th day of June in the year 2016 before me, the undersigned, a Notary Public in and for said State, personally appeared Herve F. Bouix, personally known to me to be the individual whose name is subscribed to the within instrument, and acknowledged to me that he executed the same is his caracity, and that by his signature on the

instrument, the individual executed the instrument.

Peter Giancana

PINES GRANCANA States Public - State of New York NO. 01GH029422 Sucsified in Suffet County /

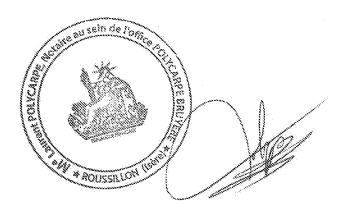
Mr Commission Section 2

Date 06 -14

2016

Christophe Jacob

LEGALIZATION REQUIRED



PATENT

REEL: 038915 FRAME: 0940

RECORDED: 06/15/2016