

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
JOHN VON BUELOW	11/18/2016
RECEIVING PARTY DATA	
Name:	VERONICA B. LORENZ
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State/Country:	CALIFORNIA
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29585063
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ATTORNEY DOCKET NUMBER:	1574
NAME OF SUBMITTER:	FREDERICK GOTHA
SIGNATURE:	/Frederick Gotha/
DATE SIGNED:	12/10/2016
Total Attachments: 2	
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ASSIGNMENT

WHEREAS, John von Buelow, residing at 6574 Maplegrove Street, Oak Park, CA. 91377 (hereinafter referred to as "ASSIGNOR") co-invented certain new and useful improvements, technology, ornamental design or discoveries for an EYELINER APPLICATOR (collectively herein referred to as the "Invention") which a design patent application for Letters Patent in the United States has been prepared for filing (identified above) with the United States Patent and Trademark Office (hereinafter the "Application");

AND WHEREAS, Veronica B. Lorenz, an individual and co-inventor, having an address at 5032 Loleta Avenue, Los Angeles, CA. 90041 (hereinafter the "ASSIGNEE") desires to acquire the entire right, title, and interest in and to said Invention, said Application, and in and to the Letters Patent to be obtained thereof:

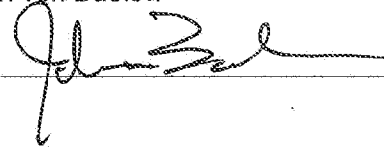
NOW, THEREFORE, In accordance with obligations to assign said Invention and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has herewith, assigned, transferred and set over, and by these presents does hereby, assign, transfer and set over, unto said ASSIGNEE, her successors, and assigns, the entire right, title, and interest throughout the world in said Invention and Application, including, all divisions, continuations, continuations-in-part, reissues, and reexaminations thereof, all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, the rights to claim priority under 35 USC 119, and all rights of priority under International Conventions and any related Letters Patent which may hereafter be granted or filed in any country or countries foreign to the United States, all extensions, renewals and reissues thereof; and ASSIGNOR hereby authorizes and requests the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all related Letters Patent to the ASSIGNEE, her successors, and assigns, in accordance herewith.

AND ASSIGNOR DOES HEREBY assign, transfer, and convey to ASSIGNEE, successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said Letters Patent before or after issuance.

AND ASSIGNOR further agrees that upon ASSIGNEE's request, but at no expense to ASSIGNOR, to communicate to said ASSIGNEE or her legal representatives any facts known to ASSIGNOR respecting the Application or Invention, and cooperate with ASSIGNEE in the prosecution of the Application and foreign counterparts, including the execution of papers filed therefrom, make all rightful and the giving of testimony necessary for obtaining, sustaining or reissuing said Letters Patent of the United States and in any and all foreign countries, and to generally aid the ASSIGNEE to obtain, perfect or maintain proper patent and design protection for said Invention in any or all countries and territories.

Legal Name of co-inventor: John von Buelow

Signature:



Date: Nov 18, 2016

A NOTARY PUBLIC OR OTHER OFFICER COMPLETING THIS CERTIFICATE
VERIFIES ONLY THE IDENTITY OF THE INDIVIDUAL WHO SIGNED THE
DOCUMENT TO WHICH THIS CERTIFICATE IS ATTACHED, AND NOT THE
TRUTHFULNESS, ACCURACY, OR VALIDITY OF THAT DOCUMENT.

STATE OF CALIFORNIA


COUNTY OF Los Angeles } ss.

On Nov. 18, 2016, before me, Madison C. Giger, notary public,
personally appeared John von Buelow who proved to me on the basis of
satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within
instrument, and acknowledged to me that he/~~she~~/they executed the same in his/~~her~~/their
authorized capacity(~~ies~~), and that by his/~~her~~/their signature(s) on the instrument the person(s),
or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the
foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]


Notary Signature