

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT4528520

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	ACHELLE RICHARDS	07/31/2017
RECEIVING PARTY DATA		
Name:	E.L.F. COSMETICS, INC.	
Street Address:	570 10TH STREET	
Internal Address:	3RD FLOOR	
City:	OAKLAND	
State/Country:	CALIFORNIA	
Postal Code:	94607	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	29612333
CORRESPONDENCE DATA		
Fax Number:	(212)336-8001	
<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>		
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Correspondent Name:	AMSTER, ROTHSTEIN & EBENSTEIN LLP	
Address Line 1:	90 PARK AVENUE	
Address Line 4:	NEW YORK, NEW YORK 10016	
ATTORNEY DOCKET NUMBER:	44171/299	
NAME OF SUBMITTER:	TZVI HIRSHAUT	
SIGNATURE:	/TZVI HIRSHAUT/	
DATE SIGNED:	07/31/2017	
Total Attachments: 3		
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source=Executed Assignment#page2.tif		
source=Executed Assignment#page3.tif		

ASSIGNMENT OF INVENTION

In consideration of the payment by ASSIGNEE to ASSIGNOR of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged,

ASSIGNOR:

(1) Full Name of Inventor: Achelle Richards
Residence: 164 Ainslie Street, Apt 1
Brooklyn, NY 11211
Citizenship: U.S.

hereby sells, assigns and transfers to ASSIGNEE:

e.l.f. Cosmetics, Inc.
570 10th Street, 3rd Floor
Oakland, CA 94607
US

and the successors, assigns, and legal representatives of the ASSIGNEE, the entire right, title, and interest for the United States and its territorial possessions, and in all foreign countries and regions, including all rights to claim priority, in and to the invention entitled:

COSMETIC BRUSH HANDLE

that was invented by ASSIGNOR, and which is being filed herewith in the U.S. Patent and Trademark Office which claims priority to U.S. Patent Application No. 15/400,236, filed on January 6, 2017, and any legal equivalent thereof in any foreign country or region, including the right to claim priority, including any and all improvements disclosed therein, and in and to all Letters Patent to be obtained for said invention by the above application, or any continuation, continuation-in-part, divisional, renewal, or substitute thereof, and, as to Letters Patent, any reissue or reexamination or other post issuance proceedings thereof.

ASSIGNOR hereby covenants that no assignment, sale, agreement, or encumbrance has been, or will be, made or entered into which would conflict with this Assignment.

ASSIGNOR authorizes ASSIGNEE to make applications for, and to receive, Letters Patent for said invention in any of said countries or regions, in ASSIGNEE'S name, or in ASSIGNOR'S name, at ASSIGNEE'S election.

ASSIGNOR covenants and agrees to execute or procure any further necessary assurance of the title to said invention, and any Letters Patent which may issue therefore, and to, at any time, upon the request and at the expense of ASSIGNEE, deliver any testimony in any interference, derivation proceeding, litigation, or proceeding related thereto, and to execute all papers that may be necessary or desirable to perfect the title to said invention, or any Letters Patent which may be granted therefore in ASSIGNEE, its successors, assigns, or other legal representatives, and to, at any time, upon the request and at the expense of ASSIGNEE, execute any continuation, continuation-in-part, divisional, renewal, or substitute thereof, and, as to Letters Patent, any reissue or reexamination or other post issuance proceedings thereof, or any other additional applications for Letters Patent for said invention or any part thereof, in any of said countries or regions, all of which applications and any Letters Patent issuing thereon are hereby assigned to ASSIGNEE, will make all rightful oaths or declarations, and do all lawful acts requisite for procuring the same therein, without further compensation, but at the expense of ASSIGNEE, its successors, assigns, or other legal representatives.

ASSIGNOR authorizes and requests the Commissioner of Patents to issue any and all Letters Patent of the United States of America for said invention, resulting from the aforesaid application, to **E.L.F. COSMETICS, INC.** as its ASSIGNEE.

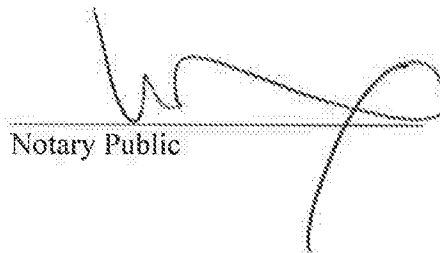
IN WITNESS WHEREOF, intending to be legally bound, ASSIGNOR has
executed this ASSIGNMENT OF INVENTION.


Achelle Richards

Date 7/31/17

State of NY }
County of NY } ss.

On this 31st day of July, 2017, before me came Achelle Richards to me known
and known to me to be the individual described in, and who executed the foregoing instrument,
and she acknowledged to me that she has executed the same.


Notary Public

WALTER H. BOXER
Notary Public, State of New York
No. 02BO6142012
Qualified in New York County
Commission Expires March 13, 2018