

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT4819192

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
RICKY MENDOZA	12/19/2016
BARBARA DURKEE	11/01/2016
GREG NORMAN	11/11/2016
GEETHA KALAHASTI	11/04/2016
RECEIVING PARTY DATA	
Name:	MARY KAY INC.
Street Address:	16251 DALLAS PARKWAY
City:	ADDISON
State/Country:	TEXAS
Postal Code:	75001
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	15893339
CORRESPONDENCE DATA	
Fax Number:	(512)536-4598
<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>	
Phone:	512-474-5201
Email:	aoipdocket@nortonrosefulbright.com
Correspondent Name:	NORTON ROSE FULBRIGHT US LLP
Address Line 1:	98 SAN JACINTO BOULEVARD
Address Line 2:	SUITE 1100
Address Line 4:	AUSTIN, TEXAS 78701-4255
ATTORNEY DOCKET NUMBER:	MKAY.P0581US.D1
NAME OF SUBMITTER:	VIRGINIA VELAZQUEZ
SIGNATURE:	/Virginia Velazquez/
DATE SIGNED:	02/09/2018
Total Attachments: 4	
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ASSIGNMENT

WHEREAS, the undersigned, (individually "ASSIGNOR" and collectively "ASSIGNORS"), are named inventors of the patent(s)/application(s) identified below (collectively "Patent(s)"),

AND WHEREAS MARY KAY INC., having a place of business at 16251 N. Dallas Parkway, Dallas, TX, 75379 ("ASSIGNEE"), is desirous of acquiring all right, title and interest in and to the Patent(s);

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, each ASSIGNOR does hereby:

IRREVOCABLY SELLS, ASSIGNS, AND TRANSFERS to the ASSIGNEE ASSIGNOR's entire right, title, and interest throughout the world in U.S. Patent Application No. 14/527,435, filed October 29, 2014, titled "COSMETIC COMPOSITIONS", including all information disclosed therein, such right, title, and interest including but not limited to the right to sue for injunctions and/or damages for any past, ongoing, and/or future infringement. For the avoidance of doubt, this sale, assignment, and transfer extends to all ASSIGNOR's right, title, and interest in all patents and applications (throughout the world) of any kind that claim priority to or otherwise issue from any of the Patent(s), including any and all divisional, continuation, continuation-in-part, continuing, extension, foreign, international, national phase, non-provisional, provisional, reexamination, reissue, renewal or substitute patents and/or patent applications;

WARRANTS AND COVENANTS that ASSIGNOR has the authority to enter this ASSIGNMENT agreement, and that ASSIGNOR has done nothing and will not do anything to impair the rights conveyed to ASSIGNEE by this Agreement;

COVENANTS that, when requested and at the expense of the ASSIGNEE, ASSIGNOR will carry out in good faith the intent and purpose of this Agreement, including but not limited to executing any and all documents in connection with the Patent(s) and any and all divisional, continuation, continuation-in-part, continuing, extension, foreign, international, national phase, non-provisional, provisional, reexamination, reissue, renewal or substitute patents, and/or patent applications claiming priority to, or based on any information disclosed in any of the Patent(s), including all rightful oaths, declarations, assignments, powers of attorney, and other papers; communicate to the ASSIGNEE all facts known to the ASSIGNOR relating to all information disclosed in the Patent(s) and the history thereof; and generally do everything possible that the ASSIGNEE shall consider desirable for vesting title to the Patent(s) and such patents and/or patent applications in the ASSIGNEE, and for securing, maintaining, and enforcing patent protection for the Patent(s) and such patents and/or patent applications;

WAIVES any right it has to challenge the adequacy of the consideration; and

AGREES that this Agreement is binding on ASSIGNOR's heirs, assigns, representatives, and successors.

ASSIGNOR

ASSIGNEE

Ricky Mendoza 12/19/2016
Name: Ricky MENDOZA Date

John D. Wiseman 12/20/16
Name: John D. Wiseman Date
Title: VP, Associate General Counsel, IP & Innovation

Name: Barbara DURKEE Date

Name: Greg NORMAN Date

Name: Geetha KALAHASTI Date

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Title: VP, Associate General Counsel, IP & Innovation


Name: Barbara DURKEE Date 11/01/16

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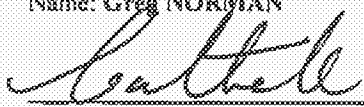
Title: VP, Associate General Counsel, IP & Innovation

Name: Barbara DURKEE

Date

Name: Greg NORMAN

Date



11-4-16

Name: Geetha KALAHASTI

Date