504978042 06/26/2018

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT5024788

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

CONVEYING PARTY DATA

| Name | Execution Date |
|------------|----------------|
| HIDEO HATA | 04/18/2018 |

RECEIVING PARTY DATA

| Name: | SHISEIDO COMPANY, LTD. |
|-----------------|-----------------------------|
| Street Address: | 5-5, GINZA 7-CHOME, CHUO-KU |
| City: | TOKYO 104-0061 |
| State/Country: | JAPAN |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 16065965 |

CORRESPONDENCE DATA

Fax Number: (914)723-4301

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 4: SCARSDALE, NEW YORK 10583

| ATTORNEY DOCKET NUMBER: | IWAHA.P018 |
|-------------------------|-----------------|
| NAME OF SUBMITTER: | ANDREW F. YOUNG |
| SIGNATURE: | /AFY/ |
| DATE SIGNED: | 06/26/2018 |

Total Attachments: 2

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PATENT 504978042 REEL: 046205 FRAME: 0159

| To: Commissioner of Patents and Trademarks: Please record the attached original document or copy: 1. Name of conveying party(ies): 2. Name and address of receiving party(ies): Name: | |
|---|---|
| 1. Name of conveying party(ies): 2. Name and address of receiving party(ies): | |
| HIDEO HATA Name: | |
| Additional names? _ Yes _x_No SHISEIDO COMPANY, LTD. | |
| 3. Nature of conveyance: X Assignment Merger 5-5, GINZA 7-CHOME, CHUO-KU TOKYO 104-0061, JAPAN | |
| Security Agreement Change of Name Other Additional names & addresses attached?YesX_No | |
| Execution Date: 04/18/2018 | |
| 4. Application number(s) or patent number(s): 16/065,965 DOCKET NO.: IWAHA.P018 If this document is being filed together with a new application, execution date of application is: NA Additional numbers attached? _ Yes X No | |
| 5. Name and address of party to whom correspondence 6. Total number of applications and patents involved | 1 |
| should be mailed: Address associated with Customer No.: 28752 | |
| Name: | |
| City: State: ZIP: | |
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| 9. Statement and signature. | |
| To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. | |
| ANDREW F. YOUNG, Reg. No. 44,001 JUNE 25, 2018 | |
| Name of Person Signing Signature Total number of pages including cover sheet, attachments, and document: 3 | |

PATENT REEL: 046205 FRAME: 0160 U.S. Rights: Attorney Docket No. IWAHA.P018

ASSIGNMENT AND DECLARATION UNDER 37 C.F,R. § 1.63

(For Use with Signed Application Data Sheet)

Title of Invention: TITANIUM DIOXIDE POWDER AND COSMETIC FORMULATED THEREWITH

This assignment and declaration are directed to (check one):

X the attached application;

X the application identified by the attorney docket no. and title of invention given above; and/or X PCT/JP2016/088579 filed 12/22/16; JP 2015-254315 filed 12/25/15

ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, as a below-named inventor I have sold and assigned, and by these presents hereby sell and assign, unto:

Name of Assignee:

SHISEIDO COMPANY, LTD.

Address of Assignce: 5-5, Ginza 7-chome, Chuo-ku, Tokyo 104-0061 JAPAN

(hereinaster ASSIGNEE) all my right, title, and interest for the United States, its territories, and possessions in and to the above-identified invention and United States patent application, including any and all divisions or continuations or reexaminations or reissuance thereof, and in and to any and all Letters Patent of the United States that may issue on any such application or for said invention, including any and all reissues or extensions thereof, to be held and enjoyed by said ASSIGNEE, its successors, or assigns to the full end of the term or terms for which any and all such Letters Patent may be granted as fully and entirely as would have been held and enjoyed by me had this Assignment not been made.

I hereby authorize and request the Director of the U.S. Patent and Trademark Office to issue any and all such Letters Patent to said ASSIGNEE, its successors, or assigns in accordance herewith.

I warrant and covenant that have the full and unencumbered right to sell and assign the interests herein sold and assigned and that I have not executed and will not execute any document or instrument in conflict herewith.

I further covenant and agree that I will communicate to said ASSIGNEE, its successors, legal representatives, or assigns all information known to me relating to said invention or patent application and that I will execute and deliver any papers, make all rightful oaths, testify in any legal proceedings, and perform all other lawful acts deemed necessary or desirable by said ASSIGNEE, its successors, legal representatives, or assigns to perfect title to said invention, to said application including divisions and continuations thereof and to any and all Letters Potent that may be granted therefor or thereon, including reissues or extensions, in said ASSIGNEE, its successors, or assigns, or to assist said ASSIGNEE, its successors, legal representatives, or assigns in obtaining, reissuing, or enforcing Letters Patent of the United States for said invention.

DECLARATION & POWER OF ATTORNEY

As a below-named inventor, I hereby declare that:

The above-identified application was made or authorized to he made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. § 1001 by fine or imprisonment of not more than five (5) years, or both.

I hereby state that I have reviewed and understand the entire contents of the above-identified application, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56.

I hereby appoint the attorney(s) at Lackenbach Siegel LLP associated with customer no. 28752 to prosecute the identified application and to transact all business in the USPTO in connection herewith.

Signature: Inventor:

RECORDED: 06/26/2018

PATENT REEL: 046205 FRAME: 0161