

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT5073314

|                                                                                                                                                                                                 |                           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| <b>SUBMISSION TYPE:</b>                                                                                                                                                                         | NEW ASSIGNMENT            |
| <b>NATURE OF CONVEYANCE:</b>                                                                                                                                                                    | ASSIGNMENT                |
| <b>CONVEYING PARTY DATA</b>                                                                                                                                                                     |                           |
| <b>Name</b>                                                                                                                                                                                     | <b>Execution Date</b>     |
| SEREN FRANTZ                                                                                                                                                                                    | 06/27/2018                |
| AMY JONES DAVIS                                                                                                                                                                                 | 06/22/2018                |
| <b>RECEIVING PARTY DATA</b>                                                                                                                                                                     |                           |
| <b>Name:</b>                                                                                                                                                                                    | KAO USA INC.              |
| <b>Street Address:</b>                                                                                                                                                                          | 312 PLUM STREET           |
| <b>City:</b>                                                                                                                                                                                    | CINCINNATI                |
| <b>State/Country:</b>                                                                                                                                                                           | OHIO                      |
| <b>Postal Code:</b>                                                                                                                                                                             | 45202                     |
| <b>PROPERTY NUMBERS Total: 1</b>                                                                                                                                                                |                           |
| <b>Property Type</b>                                                                                                                                                                            | <b>Number</b>             |
| <b>Application Number:</b>                                                                                                                                                                      | 15812014                  |
| <b>CORRESPONDENCE DATA</b>                                                                                                                                                                      |                           |
| <b>Fax Number:</b>                                                                                                                                                                              | (513)651-6981             |
| <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> |                           |
| <b>Phone:</b>                                                                                                                                                                                   | 513-651-6800              |
| <b>Email:</b>                                                                                                                                                                                   | lmoore@fbtlaw.com         |
| <b>Correspondent Name:</b>                                                                                                                                                                      | FROST BROWN TODD LLC      |
| <b>Address Line 1:</b>                                                                                                                                                                          | 301 EAST FOURTH STREET    |
| <b>Address Line 2:</b>                                                                                                                                                                          | 3300 GREAT AMERICAN TOWER |
| <b>Address Line 4:</b>                                                                                                                                                                          | CINCINNATI, OHIO 45202    |
| <b>ATTORNEY DOCKET NUMBER:</b>                                                                                                                                                                  | 0042964.0648070           |
| <b>NAME OF SUBMITTER:</b>                                                                                                                                                                       | LORETTA E. MOORE          |
| <b>SIGNATURE:</b>                                                                                                                                                                               | /Loretta E. Moore/        |
| <b>DATE SIGNED:</b>                                                                                                                                                                             | 07/30/2018                |
| <b>Total Attachments: 3</b>                                                                                                                                                                     |                           |
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| source=Assignment#page3.tif                                                                                                                                                                     |                           |

## ASSIGNMENT

The undersigned (hereinafter "Assignor") of the residence(s) indicated below are the inventor(s) of certain invention(s) and embodiment(s) thereof (hereinafter collectively the "Invention") described in United States Patent Application Serial Number 15/812,014, filed on November 14, 2017, titled HAIR COLORING CONDITIONER FOR RED HAIR (hereinafter the "Application").

Kao USA Inc., having a principal place of business at 312 Plum Street, Cincinnati, Ohio 45202, and its successors, assigns, and legal representatives (hereinafter collectively "Assignee") desires to secure the entire right, title and interest in and to the Invention and the Application.

For good and valuable consideration, the receipt and adequacy of which is acknowledged, Assignor hereby:

1. Sells, assigns and transfers to Assignee the entire right, title and interest in and to the Invention, the Application, any other applications to which the Application claims priority benefit, including but not limited to related provisional applications, any other patent applications based in whole or in part upon the Invention or Application in any country (including Patent Cooperation Treaty, divisional, renewal, substitute, continuation, and continuation-in-part applications), all patents and other forms of intellectual property protection which may be granted thereon (including all reissues, reexaminations, and extensions thereof), and all priority rights appertaining thereto;

2. Sells, assigns and transfers to Assignee the entire right to claim the benefit of priority to the Application;

3. Authorizes Assignee to file applications for patents and other forms of intellectual property protection on the Invention in any country in the name of Assignee, or otherwise as Assignee may deem advisable;


4. Authorizes and requests the Director of the United States Patent and Trademark Office, and such patent office officials in foreign countries as are duly authorized by their laws to issue patents, to issue any patents on the Invention to Assignee as the owner of the entire right, title, and interest therein or otherwise as Assignee may direct;

5. Agrees, without expense to Assignor but without further consideration, to carry out in good faith the intent and purpose of this Assignment by executing all nonprovisional, divisional, renewal, substitute, continuation, continuation-in-part, reissue, and all other patent applications based on the Invention; executing all rightful oaths, assignments, powers of attorney and other papers; communicating to Assignee all facts known to Assignor relating to the Invention and the history thereof; and generally, doing everything reasonably possible which Assignee shall consider desirable for aiding in securing, maintaining, and enforcing proper protection for the Invention and for vesting title in Assignee to the Invention and all patent applications and patents based on the Invention and/or the Application;

6. Represents and warrants that Assignor has the full right to convey to Assignee the entire interest to the Invention, and that Assignor has not executed, and will not execute, any agreement in conflict herewith; and

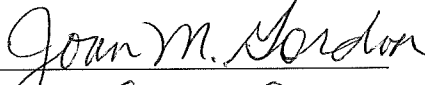
7. Authorizes Frost Brown Todd, LLC to insert in this Assignment the serial number and filing date of the Application or any other information which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this Assignment.

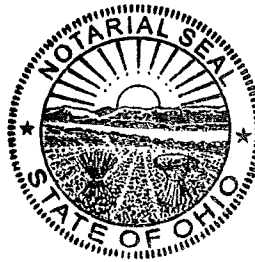
Sole or first inventor:

Signature:  Date: 6/27/18  
Full Name: Seren Frantz  
Residence: 32 W Charlotte Ave  
Wyoming, OH

STATE OF Ohio )  
COUNTY OF Hamilton ) SS:

On this 27<sup>th</sup> day of June, 2018, personally appeared before me Seren Frantz, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to on this Assignment and acknowledged that she executed the same.

Notary Public:   
My Commission Expires: 9-23-18



JOAN M. GORDON  
Notary Public, State of Ohio  
My Commission Expires 09-23-2018

Second inventor:

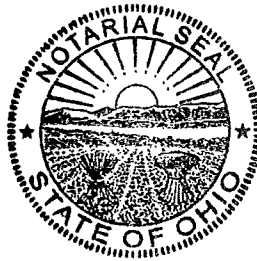
Signature: Amy Jones Davis Date: 6/22/18  
Full Name: Amy Jones  
Residence: 5547 Northglen Rd.  
Cincinnati

STATE OF Ohio )  
COUNTY OF Hamilton ) SS:

On this 22<sup>nd</sup> day of June, 2018, personally appeared before me Amy Jones, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to on this Assignment and acknowledged that she executed the same.

Notary Public: Joan M. Gordon  
My Commission Expires: 9-23-18

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JOAN M. GORDON  
Notary Public, State of Ohio  
My Commission Expires 09-23-2018