

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
REA ANN SILVA	08/10/2018
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	REA.DEEMING BEAUTY, INC. DBA BEAUTYBLENDER
<b>Street Address:</b>	3864 COURTNEY STREET
<b>Internal Address:</b>	SUITE 190
<b>City:</b>	BETHLEHEM
<b>State/Country:</b>	PENNSYLVANIA
<b>Postal Code:</b>	18017
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29659382
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(805)584-6427
<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>	805.579.2500
<b>Email:</b>	docketing@brooksacordia.com
<b>Correspondent Name:</b>	BROOKS ACORDIA IP LAW P.C.
<b>Address Line 1:</b>	11601 WILSHIRE BLVD.
<b>Address Line 2:</b>	FIFTH FLOOR
<b>Address Line 4:</b>	LOS ANGELES, CALIFORNIA 90025
<b>ATTORNEY DOCKET NUMBER:</b>	BEAU-TY1804D
<b>NAME OF SUBMITTER:</b>	PEJMAN YEDIDSION
<b>SIGNATURE:</b>	/pejman yedidsion/
<b>DATE SIGNED:</b>	09/06/2018
<b>Total Attachments: 2</b>	
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source=2018-09-06 BEAU-TY1804D Assignment#page2.tif	

ASSIGNMENT OF PATENT RIGHTS

WHEREAS, I, Rea Ann Silva of 3864 Courtney Street, Suite 190, Bethlehem, PA 18017, hereafter referred to as the "Inventor," have invented a new and useful system, apparatus and/or method for which an application for a United States Patent, entitled "MAKEUP TOOL AND APPLICATOR," was executed on August 8, 2018 (said "Invention"), and Whereas, Rea.deeming Beauty, Inc. dba beautyblender, hereafter, together with any successors, legal representatives, or assigns, thereof, called "Assignee" whose mailing address is 3864 Courtney Street, Suite 190, Bethlehem, PA 18017, is desirous of acquiring the entire right, title and interest in and to said Invention;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, I, the Inventor, by these presents do hereby sell, assign, transfer and set over unto said Assignee the full and exclusive right, title and interest to the said Invention and all non-provisional patent applications claiming priority of common subject matter of said invention, all continuations, divisions, substitutions, continuations-in-part thereof, and all United States Letters Patents which may be granted thereon and all reissues and extensions thereof, and all priority rights under the International Convention for the Protection of Industrial Property for every member country, and all applications for patents—including related rights such as utility-model registrations, inventor's certificates, and the like—heretofore or hereafter filed for said improvements in any foreign countries and I hereby authorize and request the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty it is to issue patents on applications as aforesaid, to issue all patents for said improvements to said Assignee, the entire right, title, and interest in and to the same, for his sole use and behoof and for the use and behoof of his legal representatives, to the full end of the term for which said Patent may be granted, as fully and entirely as the same would have been held by me had this assignment and sale not been made in accordance with the terms of this assignment;

AND I HEREBY covenant that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith;

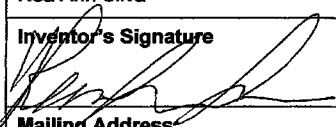
AND I HEREBY further covenant and agree that I will communicate to Assignee any facts known to me respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuations-in-part, substitute and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee to obtain and enforce proper patent protection for said improvements in all countries.

For purposes of recordation, I, the Inventor, authorize Brooks Acordia IP Law, P.C., to enter the filing date on the previous page and to enter below the filing date and serial number of the above executed application:

U.S. Filing Date: August 8, 2018;

and

U.S. Patent Application Serial Number: 29/659,382.

<b>NAME OF FIRST INVENTOR</b>				
Rea Ann Silva				
<b>Inventor's Signature</b>				<b>Date</b>
				8/9/18
<b>Mailing Address:</b>	<b>City</b>	<b>State</b>	<b>Zip</b>	<b>Country</b>
3864 Courtney Street, Suite 190	Bethlehem	PA	18017	US
<b>Residence</b>	<b>Citizenship</b>			
Bethlehem, PA, USA	US			