

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT5607939

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
YUN FU	08/17/2018
SHUYANG WANG	08/17/2018
SONGYAO JIANG	08/17/2018
BIN SUN	08/17/2018
HAIYI MAO	08/17/2018
KAI HO EDGAR CHEUNG	08/17/2018
SUMIN LEE	08/27/2018
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	SHISEIDO AMERICAS CORPORATION
<b>Street Address:</b>	900 THIRD AVENUE
<b>Internal Address:</b>	15TH FLOOR
<b>City:</b>	NEW YORK
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10022
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	16438341
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(856)267-5370
<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>	8564466045
<b>Email:</b>	lcalderone@calderonebullock.com
<b>Correspondent Name:</b>	LYNDA L. CALDERONE
<b>Address Line 1:</b>	CALDERONE BULLOCK LLC, TWO GREENTREE CENTRE
<b>Address Line 2:</b>	9000 LINCOLN DRIVE EAST, SUITE 301
<b>Address Line 4:</b>	MARLTON, NEW JERSEY 08053
<b>ATTORNEY DOCKET NUMBER:</b>	S2167-2U3
<b>NAME OF SUBMITTER:</b>	LYNDA L. CALDERONE
<b>SIGNATURE:</b>	/Lynda L. Calderone/

PATENT

<b>DATE SIGNED:</b>	07/08/2019
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**Total Attachments: 12**  
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ASSIGNMENT  
(NON-PROVISIONAL PATENT APPLICATION)

WHEREAS, we, ("ASSIGNORS"):

Inventor	Citizenship	Address
Yun Fu	United States	1454 Beacon Street, Apt. 641 Brookline, Massachusetts 02446
Shuyang Wang	People's Republic of China	55 Station Landing, Apt. 611w Medford Massachusetts 02155
Sumin Lee	Republic of Korea	159 Irvington Road Rochester, New York 14620
Songyao Jiang	People's Republic of China	12 Valley Street, Apt. 206 Everett, Massachusetts 02149
Bin Sun	People's Republic of China	14 Buswell Street Boston, Massachusetts 02215
Haiyi Mao	People's Republic of China	327 Huntington Avenue, Apt. 3 Boston, Massachusetts 02115
Kai Ho Edgar Cheung	United States	43 Parkton Road #2 Jamaica Plain, Massachusetts 02130

having invented a certain new and useful invention entitled:

**SYSTEMS AND METHODS FOR VIRTUAL FACIAL MAKEUP REMOVAL AND  
SIMULATION, FAST FACIAL DETECTION AND LANDMARK TRACKING,  
REDUCTION IN INPUT VIDEO LAG AND SHAKING, AND A METHOD FOR  
RECOMMENDING MAKEUP**

for which a United States non-provisional patent application was filed on July 13, 2018, under U.S. Non-Provisional Patent Application No. 16/035,509;

AND WHEREAS, ("ASSIGNEE"):

**Shiseido Americas Corporation**, a Delaware Corporation, having a place of business at 900 Third Avenue, 15<sup>th</sup> Floor, New York, New York 10022 is desirous of acquiring the entire right, title and interest in and to the invention throughout the United States and the world, and all right, title and interest in, to and under any and all Letters Patent of the United States and all countries throughout the world;

for good and valuable consideration, the full receipt and sufficiency of which are hereby acknowledged, ASSIGNORS, intending to be legally bound, do hereby:

AUTHORIZE said ASSIGNEE, or its representatives to insert above the filing date and application number of the application when these are known;

SELL, ASSIGN, TRANSFER and CONVEY to ASSIGNEE their respective undivided shares in the whole and entire right, title and interest

for the United States and its possessions and territories and all foreign countries in and to the invention which is disclosed in the above-identified patent application, and,

in and to any and all patent applications related thereto including, but not limited to, all provisionals, non-provisionals, divisionals, continuations, continuations-in-part, substitutes, reexaminations, reissues and all other applications for patent which have been or shall be filed in the United States and all foreign countries on the invention;

all original, reissued and reexamined patents and extensions thereof which have been or shall be issued in the United States and all foreign countries on the invention to the full end of the term or terms for which the patent(s) may be granted, as fully and entirely as the same would have been held by the undersigned ASSIGNORS had this Assignment not been made; and specifically including all rights of priority created by the above patent application under any treaty, convention or law relating thereto;

AUTHORIZE and REQUEST the issuing authority to issue any and all United States and foreign patents granted on the invention to ASSIGNEE;

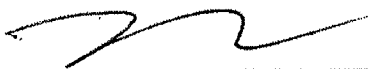
WARRANT and REPRESENT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by ASSIGNORS, and that the full right to convey the same as herein expressed is possessed by ASSIGNORS;

AGREE and UNDERTAKE, when requested and at the expense of ASSIGNEE, to carry out in good faith the intent and purpose of this Assignment, ASSIGNORS will execute all non-provisionals, divisionals, continuations, continuations-in-part, substitutes, reexaminations, reissues, and all other patent applications on the invention; execute all lawful oaths, declarations, assignments, powers of attorney and other papers; communicate to ASSIGNEE all facts known to ASSIGNORS relating to the invention and the history thereof; and generally do everything possible which ASSIGNEE shall consider desirable for vesting title to the invention in ASSIGNEE, and for securing, maintaining and enforcing proper patent protection for the invention; all without further compensation to ASSIGNORS;

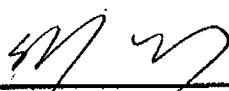
AGREE to hold in trust, keep confidential, not make use of, and not disclose or reveal to any third party said invention, without ASSIGNEE'S prior written consent.

TO BE BINDING on the heirs, assigns, representatives and successors of ASSIGNORS and extending to the successors, assigns, and nominees of ASSIGNEE.

8/17/2018  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Yun Fu

8/17/2018  
\_\_\_\_\_  
Date

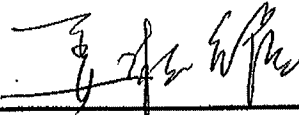
  
\_\_\_\_\_  
Shuyang Wang

\_\_\_\_\_  
Date

\_\_\_\_\_  
Sumin Lee

08/17/2018

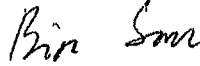
Date



Songyao Jiang

08/17/2018

Date



Bin Sun

08/17/2018

Date



Haiyi Mao

08/17/2018

Date



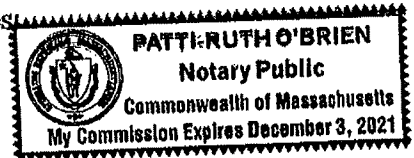
Kai Ho Edgar Cheung

STATE OF Massachusetts :  
 :  
COUNTY OF Middlesex : SS.  
 :

Before me, this 17<sup>th</sup> day of August 2018, personally appeared Yun Fu known to be the person who is described in and who executed the above Assignment, and he/she acknowledged to me that he/she executed the same of his/her own free will for the purposes therein set forth.

Patti Ruth O'Brien  
Notary Public

My Commission Expires:

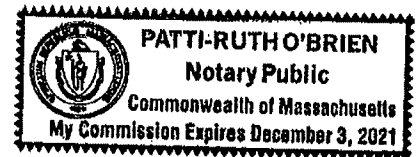


STATE OF Massachusetts :  
 :  
COUNTY OF Middlesex : SS.  
 :

Before me, this 17<sup>th</sup> day of August 2018, personally appeared Shuyang Wang known to be the person who is described in and who executed the above Assignment, and he/she acknowledged to me that he/she executed the same of his/her own free will for the purposes therein set forth.

Patti Ruth O'Brien  
Notary Public

My Commission Expires:



STATE OF :  
 :  
COUNTY OF : SS.  
 :

Before me, this \_\_\_\_\_ day of \_\_\_\_\_, personally appeared Sumin Lee known to be the person who is described in and who executed the above Assignment, and he/she acknowledged to me that he/she executed the same of his/her own free will for the purposes therein set forth.

\_\_\_\_\_  
Notary Public

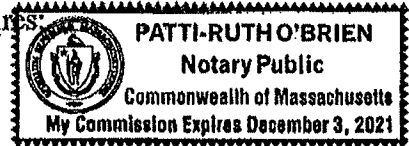
My Commission Expires:

STATE OF Massachusetts :  
 : ss.  
COUNTY OF Middlesex :

Before me, this 17<sup>th</sup> day of AUGUST 2018, personally appeared Songyao Jiang known to be the person who is described in and who executed the above Assignment, and he/she acknowledged to me that he/she executed the same of his/her own free will for the purposes therein set forth.

Patti Ruth O'Brien  
Notary Public

My Commission Expires:

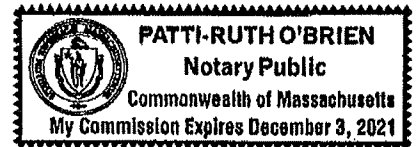


STATE OF Massachusetts :  
 : ss.  
COUNTY OF Middlesex :

Before me, this 17<sup>th</sup> day of AUGUST 2018, personally appeared Bin Sun known to be the person who is described in and who executed the above Assignment, and he/she acknowledged to me that he/she executed the same of his/her own free will for the purposes therein set forth.

Patti Ruth O'Brien  
Notary Public

My Commission Expires:

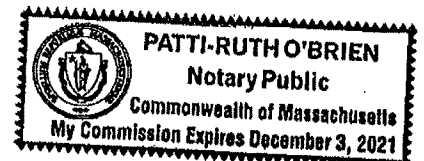


STATE OF Massachusetts :  
 : ss.  
COUNTY OF Middlesex :

Before me, this 17<sup>th</sup> day of AUGUST 2018, personally appeared Haiyi Mao known to be the person who is described in and who executed the above Assignment, and he/she acknowledged to me that he/she executed the same of his/her own free will for the purposes therein set forth.

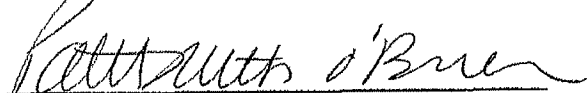
Patti Ruth O'Brien  
Notary Public

My Commission Expires:

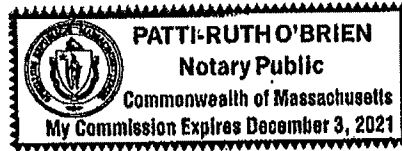


STATE OF *Massachusetts* :  
 : ss.  
COUNTY OF *Middlesex* :

Before me, this 17<sup>th</sup> day of August 2018, personally appeared Kai Ho Edgar Cheung known to be the person who is described in and who executed the above Assignment, and he/she acknowledged to me that he/she executed the same of his/her own free will for the purposes therein set forth.

  
Notary Public

My Commission Expires:





ASSIGNMENT  
(NON-PROVISIONAL PATENT APPLICATION)

WHEREAS, we, (“ASSIGNORS”):

Inventor	Citizenship	Address
Yun Fu	United States	1454 Beacon Street, Apt. 641 Brookline, Massachusetts 02446
Shuyang Wang	People’s Republic of China	55 Station Landing, Apt. 611w Medford Massachusetts 02155
Sumin Lee	Republic of Korea	159 Irvington Road Rochester, New York 14620
Songyao Jiang	People’s Republic of China	12 Valley Street, Apt. 206 Everett, Massachusetts 02149
Bin Sun	People’s Republic of China	14 Buswell Street Boston, Massachusetts 02215
Haiyi Mao	People’s Republic of China	327 Huntington Avenue, Apt. 3 Boston, Massachusetts 02115
Kai Ho Edgar Cheung	United States	43 Parkton Road #2 Jamaica Plain, Massachusetts 02130

having invented a certain new and useful invention entitled:

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AND WHEREAS, (“ASSIGNEE”):

**Shiseido Americas Corporation**, a Delaware Corporation, having a place of business at 900 Third Avenue, 15<sup>th</sup> Floor, New York, New York 10022 is desirous of acquiring the entire right, title and interest in and to the invention throughout the United States and the world, and all right, title and interest in, to and under any and all Letters Patent of the United States and all countries throughout the world;

for good and valuable consideration, the full receipt and sufficiency of which are hereby acknowledged, ASSIGNORS, intending to be legally bound, do hereby:

AUTHORIZE said ASSIGNEE, or its representatives to insert above the filing date and application number of the application when these are known;

SELL, ASSIGN, TRANSFER and CONVEY to ASSIGNEE their respective undivided shares in the whole and entire right, title and interest

for the United States and its possessions and territories and all foreign countries in and to the invention which is disclosed in the above-identified patent application, and,

in and to any and all patent applications related thereto including, but not limited to, all provisionals, non-provisionals, divisionals, continuations, continuations-in-part, substitutes, reexaminations, reissues and all other applications for patent which have been or shall be filed in the United States and all foreign countries on the invention;

all original, reissued and reexamined patents and extensions thereof which have been or shall be issued in the United States and all foreign countries on the invention to the full end of the term or terms for which the patent(s) may be granted, as fully and entirely as the same would have been held by the undersigned ASSIGNORS had this Assignment not been made; and specifically including all rights of priority created by the above patent application under any treaty, convention or law relating thereto;

AUTHORIZE and REQUEST the issuing authority to issue any and all United States and foreign patents granted on the invention to ASSIGNEE;

WARRANT and REPRESENT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by ASSIGNORS, and that the full right to convey the same as herein expressed is possessed by ASSIGNORS;

AGREE and UNDERTAKE, when requested and at the expense of ASSIGNEE, to carry out in good faith the intent and purpose of this Assignment, ASSIGNORS will execute all non-provisionals, divisionals, continuations, continuations-in-part, substitutes, reexaminations, reissues, and all other patent applications on the invention; execute all lawful oaths, declarations, assignments, powers of attorney and other papers; communicate to ASSIGNEE all facts known to ASSIGNORS relating to the invention and the history thereof; and generally do everything possible which ASSIGNEE shall consider desirable for vesting title to the invention in ASSIGNEE, and for securing, maintaining and enforcing proper patent protection for the invention; all without further compensation to ASSIGNORS;

AGREE to hold in trust, keep confidential, not make use of, and not disclose or reveal to any third party said invention, without ASSIGNEE'S prior written consent.

TO BE BINDING on the heirs, assigns, representatives and successors of ASSIGNORS and extending to the successors, assigns, and nominees of ASSIGNEE.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Yun Fu

\_\_\_\_\_  
Date

\_\_\_\_\_  
Shuyang Wang

Aug 29, 2018  
\_\_\_\_\_  
Date

\_\_\_\_\_  
Sumin Lee

---

Date

---

Songyao Jiang

---

Date

---

Bin Sun

---

Date

---

Haiyi Mao

---

Date

---

Kai Ho Edgar Cheung

STATE OF :  
: ss.  
COUNTY OF :

Before me, this \_\_\_\_\_ day of \_\_\_\_\_, personally appeared Yun Fu known to be the person who is described in and who executed the above Assignment, and he/she acknowledged to me that he/she executed the same of his/her own free will for the purposes therein set forth.

\_\_\_\_\_  
Notary Public

My Commission Expires:

STATE OF :  
: ss.  
COUNTY OF :

Before me, this \_\_\_\_\_ day of \_\_\_\_\_, personally appeared Shuyang Wang known to be the person who is described in and who executed the above Assignment, and he/she acknowledged to me that he/she executed the same of his/her own free will for the purposes therein set forth.

\_\_\_\_\_  
Notary Public

My Commission Expires:

STATE OF *New York* :  
: ss.  
COUNTY OF *Monroe* :

Before me, this *27th* day of *August 2018*, personally appeared Sumin Lee known to be the person who is described in and who executed the above Assignment, and he/she acknowledged to me that he/she executed the same of his/her own free will for the purposes therein set forth.

*J. H. Riden*  
\_\_\_\_\_  
Notary Public

My Commission Expires: *March 15, 2020*

**JENNIFER L RISDEN**  
Notary Public - State of New York  
No. 01RI6106845  
Qualified in Monroe County  
My Commission Expires Mar. 15, 2020

STATE OF :  
 : ss.  
COUNTY OF :

Before me, this \_\_\_\_\_ day of \_\_\_\_\_, personally appeared Songyao Jiang known to be the person who is described in and who executed the above Assignment, and he/she acknowledged to me that he/she executed the same of his/her own free will for the purposes therein set forth.

\_\_\_\_\_  
Notary Public

My Commission Expires:

STATE OF :  
 : ss.  
COUNTY OF :

Before me, this \_\_\_\_\_ day of \_\_\_\_\_, personally appeared Bin Sun known to be the person who is described in and who executed the above Assignment, and he/she acknowledged to me that he/she executed the same of his/her own free will for the purposes therein set forth.

\_\_\_\_\_  
Notary Public

My Commission Expires:

STATE OF :  
 : ss.  
COUNTY OF :

Before me, this \_\_\_\_\_ day of \_\_\_\_\_, personally appeared Haiyi Mao known to be the person who is described in and who executed the above Assignment, and he/she acknowledged to me that he/she executed the same of his/her own free will for the purposes therein set forth.

\_\_\_\_\_  
Notary Public

My Commission Expires:

STATE OF :  
 : ss.  
COUNTY OF :

Before me, this \_\_\_\_\_ day of \_\_\_\_\_, personally appeared Kai Ho Edgar Cheung known to be the person who is described in and who executed the above Assignment, and he/she acknowledged to me that he/she executed the same of his/her own free will for the purposes therein set forth.

\_\_\_\_\_  
Notary Public

My Commission Expires: