PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT5897636

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

CONVEYING PARTY DATA

| Name | Execution Date |
|------------------------|----------------|
| LAURA OTANI | 11/19/2019 |
| MARIA PORTIANSKY | 12/04/2019 |
| JUDITH SHALVA WALETZKY | 12/04/2019 |

RECEIVING PARTY DATA

| Name: | ELC MANAGEMENT LLC |
|-------------------|--------------------|
| Street Address: | 155 PINELAWN ROAD |
| Internal Address: | SUITE 345 SOUTH |
| City: | MELVILLE |
| State/Country: | NEW YORK |
| Postal Code: | 11747 |

PROPERTY NUMBERS Total: 1

| Property Type | Number | |
|---------------------|----------|--|
| Application Number: | 29705019 | |

CORRESPONDENCE DATA

Fax Number: (631)531-1340

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.

Phone: 6314146093

Email:vpalumbo@estee.comCorrespondent Name:VICTORIA PALUMBOAddress Line 1:155 PINELAWN ROADAddress Line 2:SUITE 345 SOUTH

Address Line 4: MELVILLE, NEW YORK 11747

| TTORNEY DOCKET NUMBER: 19.34D-1 | | |
|---------------------------------|--------------------|--|
| NAME OF SUBMITTER: | VICTORIA PALUMBO | |
| SIGNATURE: | /Victoria Palumbo/ | |
| DATE SIGNED: | 01/07/2020 | |

Total Attachments: 8

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PATENT 505850699 REEL: 051436 FRAME: 0983

| • |
|---|

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ASSIGNMENT

WHEREAS, WE:

Name, Residence and Citizenship

Laura OTANI

1270 Fifth Avenue Apt. 4H New York, NY 10029 Citizenship: US

Maria PORTIANSKY

38 Russell Street Apt. 4 Brooklyn, NY 11222 Citizenship: US

Judith Shalva WALETZKY

980 Sterling Place #2 Brooklyn, NY 11213 Citizenship: US

ASSIGNORS, are the inventors of the invention entitled **LIPSTICK CASE** for which a priority design application, **European Union Registered Community Number:** EU006833133-0001 /Filing Date: September 06, 2019, and for a Patent of the United States, design application Number: US29/705,019 / Filing Date: September 09, 2019, both identified by Attorney Docket No.: 19.34D-1; and;

WHEREAS, ELC Management LLC, a Delaware corporation, having an office at 155 Pinelawn Road, Suite 345 South, Melville, NY 11747, ASSIGNEE, is desirous of obtaining the entire right, title and interest in, to and under the invention and the application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the invention and the United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof, together with the right to claim priority from any previously filed provisional applications describing the invention or part thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for the invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

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AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreements in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for the invention in all countries.

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date _____// 7

, 2019

Laura OTANI

State of: New

County of:

Notary Public

M. MOHSIN QADIR
Notary Public, State of New York
No. 01QA6026570
Qualified in Westchester County
Commission Expires June 14, 20

28.000 se

DOCKET NO.: 19.34D-1

Notary Public

APPLICATION NO.: EU006833133-0001

PATENT REEL: 051436 FRAME: 0987

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Date _______, 2019 _______

Judith Shalva WALETZKY State of: **County of:** _____ On the day of in the year 2019 before me, the undersigned, a Notary Public in and for said State, personally appeared Judith Shalva WALETZKY, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

DOCKET NO.: 19.34D-1

Notary Public

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Maria PORTIANSKY

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Judith Shalva WALETZKY

980 Sterling Place #2 Brooklyn, NY 11213 <u>Citizenship</u>: US

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NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the invention and the United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof, together with the right to claim priority from any previously filed provisional applications describing the invention or part thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for the invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof:

Notary Public

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Page 2 of 4

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreements in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for the invention in all countries.

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

| , 2019 | | |
|---|--|-----------------------------|
| Laura OTANI | | |
| _ | | |
| - | | |
| a OTANI, personally knose name is subscribed ner capacity, and that by he | nown to me or proved to me on the basis of to the within instrument and acknowledge his/her signature on the instrument, the indivi- | t satisfactory d to me that |
| | in the year 2019 be a OTANI, personally knose name is subscribed ter capacity, and that by h | |

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Date 12.04 ,2019 Lava Pommun Maria PORTIANSKY

State of: NEW fork

County of: NEW YORK

On the day of <u>Scender</u> in the year 2019 before me, the undersigned, a Notary Public in and for said State, personally appeared **Maria PORTIANSKY**, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Notary Public

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Date 12 4 , 2019 Judith Shalva WALETZKY

State of: NEW YORK

County of: NEW York

Notary Public

LENNARD JOHN, JR.
Notary Public, State of New York
No. 01JO4995662 Qual. in Kings Co.
Certificate Filed in New York County
Commission Expires June 4, 20

PATENT REEL: 051436 FRAME: 0992

RECORDED: 01/07/2020