

## 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>
ANTONIO CONSOLI	01/14/2020
MASSIMO FABBI	01/14/2020
KATIUSCIA GREVALCUORE	01/14/2020
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	BEAUTY & BUSINESS S.P.A.
<b>Street Address:</b>	VIA CESARE CANTU 1
<b>City:</b>	MILANO
<b>State/Country:</b>	ITALY
<b>Postal Code:</b>	20123
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	16163081
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(312)360-9315
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<b>ATTORNEY DOCKET NUMBER:</b>	5582.133106
<b>NAME OF SUBMITTER:</b>	GREGORY P. EINHORN
<b>SIGNATURE:</b>	/Gregory P. Einhorn/
<b>DATE SIGNED:</b>	01/21/2020
<b>Total Attachments: 2</b>	
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## ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S),

**Antonio CONSOLI**, residing in Ugnano, (IT);  
**Massimo FABBI**, residing in Mozzo, (IT)  
**Katiuscia GREVALCUORE**, residing in Bergamo, (IT)

hereby sells, assigns and transfers to ASSIGNEE, **Beauty & Business S.p.A.** having a business address at Via Cesare Cantu 1, Milano, IT 20123 and the successors, assigns and legal representatives of the ASSIGNEE all of its right, title and interest for the United States and its territorial possessions and in all foreign countries in and to, any and all improvements which are disclosed in the invention entitled:

### **COMPOSITION FOR COLOURING KERATIN FIBRES**

and which set forth in an application for Letters Patent of the United States, which is:

a national phase utility patent application bearing U.S. Utility Patent Application Serial No. (USSN) 16/163,081, filed October 17, 2018

and any legal equivalent thereof in a foreign country, including the right to claim priority and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, division, continuation-in-part, extension, conversion to 35 USC 111(a) or substitute thereof, and any reissue, reexamination or extension of said Letters Patent and all rights under all International Conventions for the Protection of Industrial Property;

ASSIGNOR(S) hereby agrees that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment;

ASSIGNOR(S) further agrees that ASSIGNEES will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, post grant review, inter partes review, litigation, or proceeding relating thereto and will promptly execute and deliver to ASSIGNEES or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue or enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof. An attorney of record is authorized and requested by the execution of this assignment to insert into this assignment the filing date and serial number of said application when officially known.

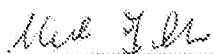
AND the ASSIGNOR(S) requests the Commissioner of Patents and Trademarks to issue said Letters Patent of the United States and any reissue or extension thereof to the ASSIGNEES.




DATE JAN, 14<sup>TH</sup>, 2020

  
Antonio CONSOLI

DATE JAN, 14<sup>TH</sup>, 2020

  
Massimo FABBI

DATE JAN, 14<sup>TH</sup>, 2020

  
Katiuscia GREVALCUORE

Assignee hereby accepts this Assignment:  
For: BEAUTY & BUSINESS S.P.A.

Name and Title: ATTILIO BRAMBILLA, PRESIDENT

Beauty & Business S.p.A.  
Via Cesare Cantu 1,  
Milano, IT 20123

Date: JAN, 20<sup>TH</sup>, 2020