

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT5928949

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
SOCIÉTÉ INDUSTRIELLE DE MATIÈRES PLASTIQUES	12/04/2019
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	SHISEIDO AMERICAS CORPORATION
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<b>State/Country:</b>	NEW YORK
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<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29709158
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<b>ATTORNEY DOCKET NUMBER:</b>	S2099-46US
<b>NAME OF SUBMITTER:</b>	KRISTYNE BULLOCK
<b>SIGNATURE:</b>	/kab/
<b>DATE SIGNED:</b>	01/24/2020
<b>Total Attachments: 3</b>	
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source=Assignment from Societe to SAC#page2.tif	
source=Assignment from Societe to SAC#page3.tif	

### ASSIGNMENT

WHEREAS, Société Industrielle de Matières Plastiques, a French Société anonyme formed under the laws of France and having a place of business at 4 rue Camille Decauville, ZAC du Plessis Saucourt, 91250 Tigery, France, hereinafter generally referred to as "ASSIGNOR," is the owner of a certain designs for which were executed design patent applications and registrations throughout the world as set forth in Appendix A hereto,

AND WHEREAS,

Shiseido Americas Corporation, a Delaware Corporation, having a place of business of 390 Madison Avenue, New York, New York, United States of America, hereinafter generally referred to as "ASSIGNEE," is desirous of acquiring said designs and said applications for patent and registrations listed in Appendix A and the designs embodied therein,

NOW, THEREFORE, in consideration of the sum of One Dollar and other good and valuable executed consideration, the full receipt and sufficiency of all of which are hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR, hereby agrees to sell, assign, transfer and convey and by these presents does sell, assign, transfer and convey unto the above-named ASSIGNEE, the whole and entire right, title and interest

in and to said designs as described and/or claimed in the applications for patent and registration listed in Appendix A and for all countries and regions of the world, including the territory of the United States and its possessions and territories;

in and to the applications for patent and registration listed in Appendix A and any patent applications, applications for registration, patents and registrations which may be granted on said design or on any of related applications for patent or registration, including non-provisionals, divisionals, continuations, continuations-in-part, reissues, reexamination certificates and extensions, industrial designs, registrations, utility models, petty patents, and specifically including all rights of priority created by the above applications, patents, models or registrations, under any treaty, convention or law relating thereto;

and together with all claims for damages by reason of past infringement of said applications, registrations, and/or Letters Patents with the right to sue for and collect the same for its own use and behalf or for the use and behalf of its legal representatives;

said design, applications, registrations, models, and patent(s) to be held and enjoyed by the above-named ASSIGNEE, for ASSIGNEE's own use and benefit, and for ASSIGNEE's legal representatives and assigns to the full end of the term or terms for which said patent(s) or registration(s) may be granted, as fully and entirely as the same would have been held by the undersigned ASSIGNOR had this assignment and sale not been made; and for the aforesaid consideration ASSIGNOR hereby covenants, agrees and undertakes to execute, whenever requested by the above-named ASSIGNEE, all applications, patents, registration, assignments, lawful oaths and any other papers which ASSIGNEE may deem necessary or desirable for

securing to ASSIGNEE or for maintaining for ASSIGNEE all the patent(s) or registration(s) hereby assigned or agreed to be assigned; all without further compensation to the undersigned ASSIGNOR.

ASSIGNOR WARRANTS and REPRESENTS that no assignment, grant, mortgage, license or other agreement or encumbrance affecting the rights and property herein conveyed has been or will be made to others by ASSIGNOR, and that the full right to convey the same as herein expressed is possessed by ASSIGNOR and is hereby transferred to ASSIGNEE;

Société Industrielle de Matières Plastiques

Date

04 décembre 2019

Signature

Eric de Bardonèche

Typed or Printed Name

VP Sales and R D

Title

Acknowledged and Accepted:

Date

JANUARY 15, 2020

Shiseido Americas Corporation

Signature

MARIA CHICLANA

Typed or Printed Name

Senior Vice President, General Counsel +

Title

Secretary

# APPENDIX A

Jurisdiction	Design Title	Filing Date	Priority/Paris Convention Filing Date	Application/Registration No.	Grant Date
United States	Cosmetic Applicator	11 October 2019	same	Appln. No. 29/709,158	
Australia	Cosmetic Applicator	24 October 2019	11 October 2019	Reg. No. 201916094	
Canada	Cosmetic Applicator	29 October 2019	11 October 2019	Reg. No. 190816	
China	Cosmetic Applicator	7 November 2019	11 October 2019	Appln. No. 201930612494.2	
European Community Design	Cosmetic Applicator	15 October 2019	11 October 2019	Reg. No. 007 021 357	
Hong Kong	Cosmetic Applicator	5 November 2019	11 October 2019	Appln. No. 1914949.9	
Japan	Cosmetic Applicator	14 November	11 October 2019	Appln. No. 2019-025342	
European Community Design	Cosmetic Brushes	10 June 2017	Same	Reg. No. 4376093-0006	28 September 2017