

## 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>
GIDEON HOOBERMAN	11/18/2020
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	PERSONAL CARE MARKETING AND RESEARCH, INC.
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<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	17228627
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<b>NAME OF SUBMITTER:</b>	BLAKE W. JACKSON
<b>SIGNATURE:</b>	/Blake W. Jackson/
<b>DATE SIGNED:</b>	04/12/2021
<b>Total Attachments: 3</b>	
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## PATENT APPLICATION ASSIGNMENT

WHEREAS, I, Gideon HOOBERMAN, hereafter referred to as “**Assignor**”, am the inventor of the invention(s) disclosed (“**Invention(s)**”) in a patent application entitled:

### *RAZOR EXPOSURE*

for which an application for a patent with the U.S. Patent and Trademark Office was filed on November 16, 2020, Application No. 17/099,681; (the “**Application**”)

and WHEREAS, Personal Care Marketing and Research, Inc., having a place of business at 13335 Maxella Ave, Marina Del Rey, California 90292 U.S.A., (“**Assignee**”) desires to acquire the entire right, title, and interest in, to, and under the Application, the Invention(s) and any patent(s) that may be granted thereon;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other valuable and legally sufficient consideration, the receipt of which is hereby acknowledged, I the Assignor, have sold, assigned, transferred and set over, and do hereby sell, assign, transfer, and set over to Assignee, its successors, legal representatives, and assigns, my entire right, title, and interest in, to and under:

- (i) the Application;
- (ii) all Invention(s);
- (iii) all divisions, renewals, continuations, national stages, or other applications claiming the priority of the Application;
- (iv) all patents that may be granted on the Application or such divisional, renewal, continuation or other applications;
- (v) all reissues and extensions of any such patent;
- (vi) all applications for intellectual property or industrial property protection, including, without limitation, all applications for patents, utility models, inventors’ certificates, petty patents, design patents or similar legal protection that may hereafter be filed for the Invention(s) in any country or countries including the United States, together with the right to file such applications;
- (vii) the right to claim for any patent or application the priority rights of or derived from the Application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, any other international agreement, or the domestic laws of any country in which any such application is filed, as may be applicable;

(viii) all forms of intellectual property or industrial property protection, including, without limitation, patents, utility models, inventors' certificates, petty patents, design patents or similar legal protection that may be granted for the Invention(s) in any country or countries foreign to the United States and all extensions, renewals, and reissues thereof; and

(ix) any and all causes of action and enforcement rights, including all rights to sue, counterclaim, and recover for any past, present and future infringement of, or liabilities for, all Patent(s) utility models, inventors' certificates, petty patents, design patents or similar legal protection to be obtained for the inventions;

AND I HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any other country's official whose duty it is to issue patents or other evidence or forms of intellectual property or industrial property protection, to issue these to the Assignee, its successors, legal representatives, and assigns, in accordance with the terms of this assignment.

AND I HEREBY covenant and agree that I will assist in the making and prosecution of any applications for patent, that the Assignee may elect to make, covering any Invention(s); and in prosecution any interference or reexamination that may arise involving the Invention(s), or any application or patent hereby assigned; and that I will execute and deliver to the Assignee any and all additional papers that may be requested by the Assignee to carry out fully the terms of this assignment.

AND I HEREBY covenant and agree that I have full right to convey the entire interest herein assigned and that I have not executed, and will not execute, any agreement that conflicts with this assignment.

AND I HEREBY further covenant and agree that I will communicate to the Assignee, its successors, legal representatives, and assigns, any facts known to us relating to the Invention(s), Application, other applications and/or patents; testify in any legal proceeding; sign all lawful papers; execute all papers required for any 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(s) in all countries.

IN TESTIMONY WHEREOF, I set my hand and seal the day and year set opposite my signature.

[Signature page follows]

Patent Application Assignment  
393738-991200

Date Nov 18<sup>th</sup> 2020

  
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*Gideon HOOBERMAN*