

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT6898936

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
TIFFANY FLORENCE	09/18/2014
MICHELLE HINES	09/18/2014
DAVID GAN	09/18/2014
RECEIVING PARTY DATA	
Name:	MARY KAY INC.
Street Address:	16251 N. DALLAS PARKWAY
City:	DALLAS
State/Country:	TEXAS
Postal Code:	75379
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	17465574
CORRESPONDENCE DATA	
Fax Number:	
<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>	
Phone:	512-474-5201
Email:	pam.gerik@nortonrosefulbright.com
Correspondent Name:	NORTON ROSE FULBRIGHT US LLP
Address Line 1:	98 SAN JACINTO BOULEVARD
Address Line 2:	SUITE 1100
Address Line 4:	AUSTIN, UNITED STATES 78701-4255
ATTORNEY DOCKET NUMBER:	BELJ.P0003USC3/1001173019
NAME OF SUBMITTER:	MICHAEL KRAWZSENEK
SIGNATURE:	/MICHAEL KRAWZSENEK/
DATE SIGNED:	09/02/2021
Total Attachments: 3	
source=BELJP0003USC3 - Assignment to Mary Kay#page1.tif	
source=BELJP0003USC3 - Assignment to Mary Kay#page2.tif	
source=BELJP0003USC3 - Assignment to Mary Kay#page3.tif	

ASSIGNMENT

WHEREAS, the undersigned (individually "ASSIGNOR" and collectively "ASSIGNORS"), are named inventors of the patent(s)/application(s) identified on Schedule A (collectively, "Patents"),

AND WHEREAS Mary Kay Inc., having a place of business at 16251 N. Dallas Parkway, Dallas, TX 75379 ("ASSIGNEE"), is desirous of acquiring all right, title and interest in and to the Patents;

FOR GOOD AND VALUABLE CONSIDERATION, the receipt, sufficiency and adequacy of which are hereby acknowledged, each ASSIGNOR does hereby:

IRREVOCABLY SELLS, ASSIGNS, AND TRANSFERS to the ASSIGNEE ASSIGNOR's entire right, title, and interest in the Patents throughout the world, including all information disclosed therein, such right, title, and interest including but not limited to the right to sue for injunctions and/or damages for any past, ongoing, and/or future infringement. For the avoidance of doubt, this sale, assignment, and transfer extends to all ASSIGNOR's right, title, and interest in all patents and applications (throughout the world) of any kind that claim priority to or otherwise issue from any of the Patents, including any and all divisional, continuation, continuation-in-part, continuing, extension, foreign, international, national phase, non-provisional, provisional, reexamination, reissue, renewal or substitute patents and/or patent applications;

WARRANTS AND COVENANTS that ASSIGNOR has the authority to enter this ASSIGNMENT agreement, and that ASSIGNOR has done nothing and will not do anything to impair the rights conveyed to ASSIGNEE by this Agreement;

COVENANTS that, when requested and at the expense of the ASSIGNEE, ASSIGNOR will carry out in good faith the intent and purpose of this Agreement, including but not limited to executing any and all documents in connection with the Patents and any and all divisional, continuation, continuation-in-part, continuing, extension, foreign, international, national phase, non-provisional, provisional, reexamination, reissue, renewal or substitute patents, and/or patent applications claiming priority to, or based on any information disclosed in any of the Patents, including all rightful oaths, declarations, assignments, powers of attorney, and other papers; communicate to the ASSIGNEE all facts known to the ASSIGNOR relating to all information disclosed in the Patents and the history thereof; and generally do everything possible that the ASSIGNEE shall consider desirable for vesting title to the Patents and such patents and/or patent applications in the ASSIGNEE, and for securing, maintaining, and enforcing patent protection for the Patents and such patents and/or patent applications;

WAIVES any right it has to challenge the adequacy of the consideration; and

AGREES that this Agreement is binding on ASSIGNOR's heirs, assigns, representatives, and successors.

ASSIGNOR

[Signature]
Name: Tiffany Florence
Date: 9/18/14

STATE OF Texas
COUNTY OF Dallas

BEFORE ME, the undersigned authority, on this 18 day of September, 2014 personally appeared Tiffany Florence, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he/she executed the same of his/her own free will for the purposes and consideration therein expressed.

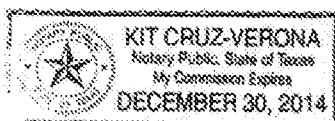
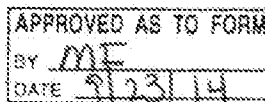
[SEAL]

[Signature]
Notary or Consular Officer

ASSIGNEE

[Signature]
Name: Julia A. Simon
Date: 9/18/14

Title: Vice President
Deputy General Counsel and
Assistant Secretary



[Signature]
Name: Michelle Hines

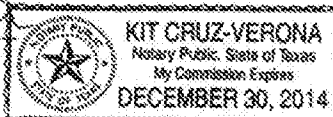
9/18/14
Date

STATE OF Texas
COUNTY OF Dallas

BEFORE ME, the undersigned authority, on this 18 day
of September, 2014 personally appeared Michelle
Hines, known to me to be the person whose name is
subscribed to the foregoing instrument and acknowledged to
me that he/she executed the same of his/her own free will
for the purposes and consideration therein expressed.

[SEAL]

[Signature]
Notary or Consular Officer



[Signature]
Name: David Gan

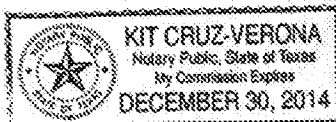
9/18/14
Date

STATE OF Texas
COUNTY OF Dallas

BEFORE ME, the undersigned authority, on this 18 day
of September, 2014 personally appeared David Gan,
known to me to be the person whose name is subscribed to
the foregoing instrument and acknowledged to me that
he/she executed the same of his/her own free will for the
purposes and consideration therein expressed.

[SEAL]

[Signature]
Notary or Consular Officer



Schedule A

Title	Country	Number	Filing Date
Cosmetic Compositions and Uses Thereof	United States	61/877,731	09/13/2013
Cosmetic Compositions and Uses Thereof	United States	61/788,195	03/15/2013