

PATENT ASSIGNMENT COVER SHEET

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EPAS ID: PAT7430726

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
REA ANN SILVA	12/20/2019
BRITTANY BLASS	12/20/2019
KAYLA LASTELLA	12/20/2019
RECEIVING PARTY DATA	
Name:	REA.DEEMING BEAUTY, INC. DBA BEAUTYBLENDER
Street Address:	3864 COURT STREET
Internal Address:	SUITE 190
City:	BETHLEHEM
State/Country:	PENNSYLVANIA
Postal Code:	18017
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	17864248
CORRESPONDENCE DATA	
Fax Number:	(805)584-6427
<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:	805-579-2500
Email:	docketing@conceptip.com
Correspondent Name:	CONCEPT IP LLP
Address Line 1:	11601 WILSHIRE BLVD., FIFTH FLOOR
Address Line 4:	LOS ANGELES, CALIFORNIA 90025
ATTORNEY DOCKET NUMBER:	BEAU-TY1804C
NAME OF SUBMITTER:	PEJMAN YEDIDSION
SIGNATURE:	/pejman yedidsion/
DATE SIGNED:	07/13/2022
Total Attachments: 3	
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ASSIGNMENT OF PATENT RIGHTS

WHEREAS, We, **Rea Ann Silva of Bethlehem, Pennsylvania; Brittany Blass of Venice, California; and Kayla Lastella of New York, New York**, hereafter referred to as the "Inventors," have invented a new and useful system, apparatus and/or method for which an application for a United States Patent, entitled "**MAKEUP TOOL AND APPLICATOR**," was executed on **August 8, 2019** (said "Invention"), and Whereas, **Rea.deeming Beauty, Inc. dba beautyblender, a corporation**, hereafter, together with any successors, legal representatives, or assigns, thereof, called "Assignee" whose mailing address is **3864 Court Street, Suite 190, Bethlehem, Pennsylvania 18017**, is desirous of acquiring the entire right, title and interest in and to said Invention;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, we, the Inventors, by these presents do hereby sell, assign, transfer and set over unto said Assignee the full and exclusive right, title and interest to the said Invention and all non-provisional patent applications claiming priority of common subject matter of said invention, all continuations, divisions, substitutions, continuations-in-part thereof, and all United States Letters Patents which may be granted thereon and all reissues and extensions thereof, and all priority rights under the International Convention for the Protection of Industrial Property for every member country, and all applications for patents—including related rights such as utility-model registrations, inventor's certificates, and the like—heretofore or hereafter filed for said improvements in any foreign countries and we hereby authorize and request the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty it is to issue patents on applications as aforesaid, to issue all patents for said improvements to said Assignee, the entire right, title, and interest in and to the same, for his sole use and behoof and for the use and behoof of his legal representatives, to the full end of the term for which said Patent may be granted, as fully and entirely as the same would have been held by us had this assignment and sale not been made in accordance with the terms of this assignment;

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

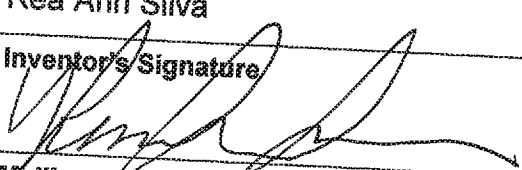
AND WE HEREBY further covenant and agree that we will communicate to Assignee any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuations-in-part, substitute and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee to obtain and enforce proper patent protection for said improvements in all countries.

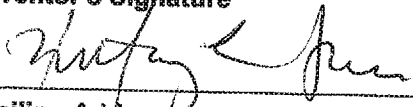
For purposes of recordation, we, the Inventors, authorize Brooks Acordia IP Law, P.C., to enter the filing date on the previous page and to enter below the filing date and serial number of the above executed application:

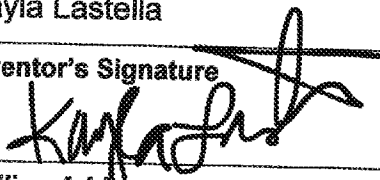
U.S. Filing Date: August 8, 2019;

And

U.S. Patent Application Serial Number: 16/536,295.

NAME OF FIRST INVENTOR				
Rea Ann Silva				
Inventor's Signature 				Date 12/20/2019
Mailing Address:	City	State	Zip	Country
3864 Court Street, Suite 190	Bethlehem	PA	18017	US
Residence	Citizenship			
Bethlehem, Pennsylvania				

NAME OF SECOND INVENTOR				
Brittany Blass				
Inventor's Signature 				Date 12/20/2019
Mailing Address: 3864 Court Street, Suite 190	City Bethlehem	State PA	Zip 18017	Country US
Residence Venice, California	Citizenship USA			

NAME OF THIRD INVENTOR				
Kayla Lastella				
Inventor's Signature 				Date 12/20/2019
Mailing Address: 3864 Court Street, Suite 190	City Bethlehem	State PA	Zip 18017	Country US
Residence New York, New York	Citizenship USA			