

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
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Assignment ID: PATI585608

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MARY KAY INC.	10/23/2024
RECEIVING PARTY DATA	
Company Name:	ALLUSTRA TECHNOLOGIES LLC
Street Address:	16251 Dallas Parkway
City:	Addison
State/Country:	TEXAS
Postal Code:	75001
PROPERTY NUMBERS Total: 4	
Property Type	Number
Patent Number:	11690798
Patent Number:	11419815
Patent Number:	10870022
Patent Number:	10300009
CORRESPONDENCE DATA	
Fax Number:	5125364598
<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:	5125363024
Email:	pam.gerik@nortonrosefulbright.com,aoipdocket@nortonrosefulbright.com
Correspondent Name:	Pam Gerik
Address Line 1:	c/o Norton Rose Fulbright US LLP
Address Line 2:	98 San Jacinto Blvd, Suite 1100
Address Line 4:	Austin, TEXAS 78701
ATTORNEY DOCKET NUMBER:	ALST.P0040
NAME OF SUBMITTER:	Pam Gerik
SIGNATURE:	Pam Gerik
DATE SIGNED:	10/24/2024
Total Attachments: 3	
source=10.23.24 - Assignment for MKAY.P0719US (Mary Kay Refs 2019-05136 etc.) Mary Kay to Allustrar#page1.tiff	

source=10.23.24 - Assignment for MKAY.P0719US (Mary Kay Refs 2019-05136 etc.) Mary Kay to
Allustrar#page2.tiff

source=10.23.24 - Assignment for MKAY.P0719US (Mary Kay Refs 2019-05136 etc.) Mary Kay to
Allustrar#page3.tiff

ASSIGNMENT AGREEMENT

This Assignment Agreement (the "Agreement") is made and entered into on October 23, 2024 (the "Effective Date"), by **Mary Kay Inc.**, a Delaware Limited Liability Company with an address of 16251 Dallas Pkwy, Addison, TX 75001 ("Assignor") and **Allustra Technologies LLC**, a Delaware Limited Liability Company with an address of 16251 Dallas Pkwy, Addison, TX 75001 ("Assignee").

RECITALS

Assignor is the owner of the United States patent(s) set forth on Exhibit A hereto (the "Patent(s)").

Assignor shall sell, transfer, and assign and set over unto Assignee and Assignee shall accept, all right, title, and interest in and to the Patent(s) as specified in this Agreement.

AGREEMENT

For good and valuable consideration, the receipt, sufficiency, and adequacy of which are acknowledged, Assignor and Assignee agree as follows:

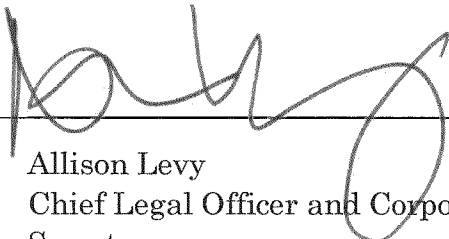
1. Assignor does hereby sell, transfer, convey, assign, and deliver to Assignee all of Assignor's right, title, and interest in, to, and under the Patent(s) and any reissues or reexaminations of any of the Patent(s). The right, title, and interest includes, but is not limited to, the right to sue for injunctions, damages, and/or royalties for any past, ongoing, and/or future infringement.
2. Assignor hereby acknowledges and agrees that all of the right, title, and interest in and to the Patent(s) sold, transferred, assigned and set over to Assignee hereunder includes all income, royalties, damages, and payments now or hereafter due or payable with respect thereto, and all causes of action (whether in law or equity) and the right to sue, counterclaim, and recover for the past, present, and future infringement of the rights assigned hereunder.
3. Assignor hereby consents that a copy of this Agreement shall be deemed a full legal and formal equivalent of any assignment, consent to file or like document that may be required for any purpose.
4. Assignee hereby grants to Assignor and its affiliates a fully paid-up, non-exclusive, irrevocable, worldwide license to make, have made, use, import, export, distribute, sell, offer for sale, develop and advertise under the Patent(s) solely with respect to the products and services of Assignor and its affiliates. This license is transferable to any successor or assign of Assignor, and is sublicensable to affiliates, contractors, resellers, dealers, and any third parties designing, manufacturing, selling, repairing or otherwise servicing the goods or services of Assignor.

Signature Page Follows

IN WITNESS WHEREOF, the Parties have executed this Assignment on the Effective Date.

Assignor:

Mary Kay Inc.

By: 
Allison Levy
Chief Legal Officer and Corporate
Secretary
Mary Kay Inc.

Assignee:

Allustra Technologies LLC

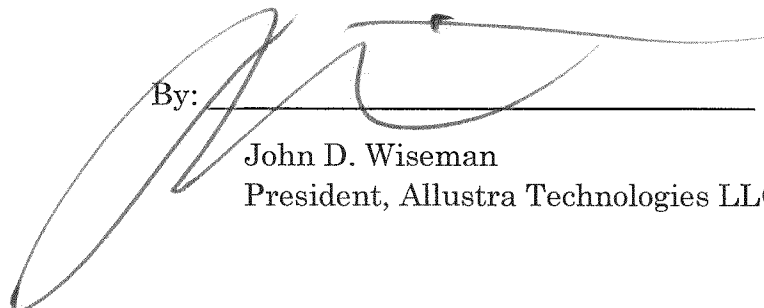
By: 
John D. Wiseman
President, Allustra Technologies LLC

EXHIBIT A
TO ASSIGNMENT AGREEMENT

US App Serial Number	US Patent No.	Title
17/865,068	11,690,798	Topical Cosmetic Compositions
17/099,248	11,419,815	Topical Cosmetic Compositions
16/379,188	10,870,022	Topical Cosmetic Compositions
15/378,597	10,300,009	Topical Cosmetic Compositions