

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

Assignment ID: PAT1658907

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
MARY KAY INC.	11/26/2024
<b>RECEIVING PARTY DATA</b>	
<b>Company Name:</b>	ALLUSTRA TECHNOLOGIES LLC
<b>Street Address:</b>	16251 DALLAS PARKWAY
<b>City:</b>	ADDISON
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	75001
<b>PROPERTY NUMBERS Total: 16</b>	
<b>Property Type</b>	<b>Number</b>
Patent Number:	11833240
Patent Number:	11890369
Patent Number:	11607380
Patent Number:	11583491
Patent Number:	11684562
Patent Number:	11752090
Patent Number:	9877914
Patent Number:	7025966
Patent Number:	7758864
Patent Number:	8114413
Patent Number:	7305753
Patent Number:	11406586
Patent Number:	10668008
Patent Number:	8318178
Patent Number:	8388978
Patent Number:	12144885
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	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>	

PATENT

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**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, TX 78701, TEXAS 78701

**ATTORNEY DOCKET NUMBER:** ALST.P0001

**NAME OF SUBMITTER:** Pam Gerik

**SIGNATURE:** Pam Gerik

**DATE SIGNED:** 11/26/2024

**Total Attachments: 3**

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source=MKAY\_070--Assignment for Several US Patents (Mary Kay to Allustra)#page2.tiff

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## ASSIGNMENT AGREEMENT

This Assignment Agreement (the “Agreement”) is made and entered into on November 26, 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:

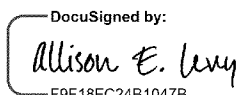
1. Assignor does hereby sell, transfer, convey, assign, and deliver to Assignee all of Assignor’s right, title, and interest in, to, and under the Patent(s) and any reissues or reexaminations of any of the Patent(s). The right, title, and interest includes, but is not limited to, the right to sue for 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:

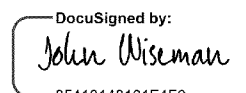
**Mary Kay Inc.**

By:  F9F18FC24B1047B...

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

Assignee:

**Allustra Technologies LLC**

By:  85418148101E4E6

John D. Wiseman  
President, Allustra Technologies LLC

**EXHIBIT A**  
**TO ASSIGNMENT AGREEMENT**

<b>App Serial Number</b>	<b>Patent No.</b>	<b>Title</b>
17/199,815	11,833,240	Topical Skin Care Formulations Comprising Plant Extracts
17/199,792	11,890,369	Topical Skin Care Formulations Comprising Plant Extracts
17/193,606	11,607,380	Topical Skin Care Formulations Comprising Plant Extracts
17/186,718	11,583,491	Topical Skin Care Formulations Comprising Plant Extracts
17/186,886	11,684,562	Topical Skin Care Formulations Comprising Plant Extracts
17/193,510	11,752,090	Topical Skin Care Formulations Comprising Plant Extracts
13/769,580	9,877,914,	Compositions of Marine Botanicals to Provide Nutrition to Aging and Environmentally Damaged Skin
10/751,684	7,025,966	Compositions of Marine Botanicals to Provide Nutrition to Aging and Environmentally Damaged Skin
11/937,960	7,758,864	Compositions of Marine Botanicals to Provide Nutrition to Aging and Environmentally Damaged Skin
12/817,870	8,114,413	Compositions of Marine Botanicals to Provide Nutrition to Aging and Environmentally Damaged Skin
11/300,641	7,303,753	Compositions of Marine Botanicals to Provide Nutrition to Aging and Environmentally Damaged Skin
16/856,241	11,406,586	Compositions of Marine Botanicals to Provide Nutrition to Aging and Environmentally Damaged Skin
15/841,577	10,668,008	Compositions of Marine Botanicals to Provide Nutrition to Aging and Environmentally Damaged Skin
13/331,783	8,318,178	Compositions of Marine Botanicals to Provide Nutrition to Aging and Environmentally Damaged Skin
13/331,912	8,388,978	Compositions of Marine Botanicals to Provide Nutrition to Aging and Environmentally Damaged Skin
18/197,395	12,144,885	Topical Cosmetic Compositions