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June 6, 2022

Re: BrighTex Bio-Photonics' Patents Regarding Providing Skin Treatment Recommendations

Dear General Counsel: (Thomas Sarakatsannis)

I am the Chief Executive Officer of BrighTex Bio-Photonics, LLC ("BTBP"). As you may know, BTBP is a technology company headquartered in Silicon Valley that is dedicated to advancing skin care by, among other ways, providing skin care regimens to end users through quantitative image analysis, reproducible high-resolution 2D photography and ultra-high resolution 3D models.

BTBP has expended significant time, effort and resources researching and developing the most innovative personalized skin treatment recommendation software in the industry, among other related advanced skin care technologies. The company has also invested a significant amount of resources in developing its patent portfolio in connection with its innovative software products in the skin care space. Specifically, BTBP has obtained the following fifteen U.S. Patents, some of which include foundational patents in this space: U.S. Patent Nos. 7,454,046; 7,477,767; 7,840,064; 8,131,029; 8,155,413; 8,260,010; 8,373,859; 8,705,815; 8,804,122; 8,823,934; 8,861,863; 8,884,242; 9,542,595; 9,842,358; and 9,986,913.

Relevant here are BTBP's U.S. Patent No. 9,842,358, entitled "Method for Providing Personalized Recommendations," and U.S. Patent No. 9,542,595, entitled "Systems and Methods for Recommending Cosmetic Products for Users with Mobile Devices" ("BTBP's Skin Treatment Recommendation Patents"). BTBP's Skin Treatment Recommendation Patents relate generally to providing skin treatment recommendations to an end user by analyzing a digital image of the user, identifying relevant skin characteristics of the user, and selecting a skin treatment recommendation for the user based on the identified skin characteristics.

It has come to BTBP's attention that BTBP's Skin Treatment Recommendation Patents are relevant to the skin treatment recommendation software that is developed and offered by L'oreal. For example, L'oreal Skin Genius's face mapping software, that it offers at ([Skin Genius - Analyze Your Skin Like An Expert - L'Oréal Paris \(lorealparisusa.com\)](https://www.lorealparisusa.com/skin-genius)) provides skin treatment recommendations to an end user by analyzing a digital image of the user, identifying relevant skin characteristics of the user, and selecting a skin treatment recommendation for the user based on the identified skin characteristics. Also other brands of L'oreal.

L'OREAL-1022
L'Oreal USA, Inc. v. Brightex Bio-Photonics, LLC

Page 1 of 2

IPR2025-00971

LOREAL_0000043

April 15, 2022

We view this as a great business opportunity for BTBP and Loreal to work together in the skin treatment recommendation space. Accordingly, I am interested in having a discussion with you to explore the possibility of BTBP and Loreal entering into a mutually beneficial business arrangement. Please let me know your availability to discuss this matter at your earliest convenience. I look forward to hearing from you.

Best regards,



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