

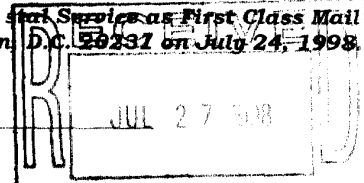
07-30-1998



I hereby certify that this correspondence is sent by **100780510** **First Class Mail**
in an envelope addressed to Assistant Commissioner of Patents, Washington, D.C. **20231** on **July 24, 1998**.

Rosemary R. D'Allessandro
Signature: Rosemary R. D'Allessandro

July 24, 1998
Date



FORM PTO - 159
Patent and Trademark Office

RECORDATION FORM COVER SHEET
U.S. DEPARTMENT OF COMMERCE 1-31-92

PATENTS ONLY

To the Honorable Commissioner of Patents and Trademarks, Please record the attached original documents or copy thereof

1. Name of conveying party(ies):

1. Robert Moskovich
2. Eric Chan
3. Eyal Eliav
4. Jeffrey Miller
5. Yoon Ho Choi

Additional name(s) of conveying party(ies)
attached? ☐ Yes ☒ No

3. Nature of conveyance: ☒ Assignment

Execution Date: **June 19, 23**
and July 8th, 1998

2. Name and address of receiving party (ies):

Name: Colgate-Palmolive Company
Internal: Patent Department
Address: 300 Park Avenue
City: New York
State: New York Zip 10022

Additional name/address(s) attached? ☐ Yes ☐ No

4. Application number (s) or patent number (s):

U.S. Serial No. **29/086,253**

If this document is being filed together with a new application, the execution date of the application is: A. Patent Application No.(s) <> B. Patent No.(s) Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom
correspondence concerning document
should be mailed:

Colgate Palmolive Company, Patent Department
909 River Road, Piscataway, NJ 08855-1343

6. Total Number of applications and patents
involved: **1**

7. Total Fee (37 CFR 3.41) \$40.00
☒ Authorized to charge fee to deposit
account 03-2455

8. ☒ If any additional fees/charges are required,
please charge deposit account number:
03-2455

DO NOT USE THIS SPACE

9. **Statement and Signature:** To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Name of Person Signing and Reg. No.:

Michael J. McGreal

July 24, 1998

Signature

Date

Michael J. McGreal; Attorney for Applicant(s)
Registration No. 25,356

Total number of pages including cover sheet: **5**

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks; Box Assignments; Washington, D.C. 20231

PATENT

REEL: 9343 FRAME: 0695

ASSIGNMENT

WHEREAS, I, Robert Moskovich, Eric Chan, Eyal Eliav, Jeffrey Miller and Yoon Ho Choi (below referred to as ASSIGNOR), residing, respectively, as set forth hereinafter, have made an invention for which application for Letters Patent of the United States was filed in the United States Patent and Trademark was filed on April 8, 1998, as Application Serial No. 29/086253, which is a Continuation-in-Part of 29/074,381 filed 1/15/98, naming the ASSIGNOR as an inventor, and entitled STANDUP TOOTHBRUSH; and

WHEREAS, Colgate-Palmolive Company, a corporation duly organized and existing under the laws of the State of Delaware, United States of America and having its principal office and place of business at 300 Park Avenue, New York, New York 10022, and offices and place of business at 909 River Road, Piscataway, New Jersey 08855 (below referred to as "ASSIGNEE"), is desirous of obtaining the entire right, title and interest in and to the aforesaid invention and patent application and corresponding patent rights worldwide;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS, by these presents do sell, assign and transfer to ASSIGNEE, the full and exclusive right, title and interest in and to the aforesaid invention, the aforesaid U.S. and all corresponding foreign patent applications, all divisional, continuation, continuation-in-part, reissue and reexamination applications of the aforesaid U.S. application, and all Letters Patent or comparable rights issuing thereon in the United States and in all foreign countries, together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and the ASSIGNORS hereby authorize and request the U.S. Commissioner of Patents and Trademarks and all foreign Patent Offices to issue all Letters Patent or comparable rights issuing on any application as aforesaid to ASSIGNEE, or to its successors, assigns or legal representatives;

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

ASSIGNORS agree to communicate to ASSIGNEE or to its successors, assigns or legal representatives any and all facts known to them or any of them respecting said invention, and without further remuneration to testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and reexamination applications, make all rightful oaths and generally do all lawful acts to aid ASSIGNEE or its successors, assigns or legal representatives to obtain and enforce proper patent protection for said invention in all countries and to enhance or perfect ASSIGNEE's title in and to the invention and patent rights therein.

ASSIGNORS hereby authorize attorneys for ASSIGNEE to enter on this document any applicable serial numbers and filing dates after ASSIGNORS' execution of this document.

(Assignment con't)

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 19 day of
JUNE 1998.


Robert Moskovich

Address: 20 Jensen Street
East Brunswick, New Jersey 08816

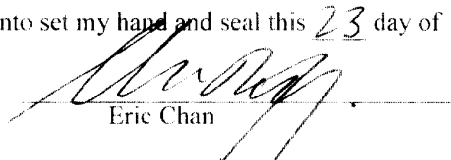
State of
County of

On this 19 day of June 1998, before me, a Notary Public in
and for the State and County aforesaid, personally appeared the above signatory, known to
me to be the person of that name, who executed the foregoing instrument in my presence.


NOTARY PUBLIC

MARIA V. LOGATTO
Notary Public of New Jersey
My Commission Expires 8/8/2000

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 23 day of
June 1998.


Eric Chan

Address: 401 East 84 Street, #7A
New York, NY 10028

State of NEW YORK
County of NEW YORK

On this 23rd day of JUNE 1998, before me, a Notary Public in
and for the State and County aforesaid, personally appeared the above signatory, known to
me to be the person of that name, who executed the foregoing instrument in my presence.


NOTARY PUBLIC

MEENA M. GULATI
Notary Public, State of New York
No. 31-5015872
Qualified in New York County
Commission Expires August 2, 1999

(Assignment con't)

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 8 day of
JULY 1998.

Eyal Eliav
Eyal Eliav

Address: 72 Barrow Street/#6-1
New York City, NY 10014

State of NEW YORK
County of NEW YORK

On this 8th day of JULY 1998, before me, a Notary Public in
and for the State and County aforesaid, personally appeared the above signatory, known to
me to be the person of that name, who executed the foregoing instrument in my presence.

Meena M. Gulati
NOTARY PUBLIC

MEENA M. GULATI
Notary Public, State of New York
No. 31-5015872
Qualified in New York County
Commission Expires August 2, 1999

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 23 day of
JUNE 1998.

Jeffrey Miller
Jeffrey Miller

Address: 201 8th Avenue/#2nd Fl,
New York City, NY 10011

State of NEW YORK
County of NEW YORK

On this 23rd day of JUNE 1998, before me, a Notary Public in
and for the State and County aforesaid, personally appeared the above signatory, known to
me to be the person of that name, who executed the foregoing instrument in my presence.

Meena M. Gulati
NOTARY PUBLIC

MEENA M. GULATI
Notary Public, State of New York
No. 31-5015872
Qualified in New York County
Commission Expires August 2, 1999

(Sheet 3 of 4)

PATENT

REEL: 9343 FRAME: 0698

(Assignment con't)

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 23 day of
June 1998.

Yoon Ho Choi
Yoon Ho Choi

Address: 30 River Road/#185
New York City, NY 10044

State of NEW YORK
County of NEW YORK

On this 23rd day of JUNE 1998, before me, a Notary Public in
and for the State and County aforesaid, personally appeared the above signatory, known to
me to be the person of that name, who executed the foregoing instrument in my presence.

Meena M. Gulati
NOTARY PUBLIC

MEENA M. GULATI
Notary Public, State of New York
No. 31-5015872
Qualified in New York County
Commission Expires August 2, 1999

(Sheet 4 of 4)

PATENT

RECORDED: 07/24/1998

REEL: 9343 FRAME: 0699