FORM PTO - 1595	RECORDA)F COMMER
	TENTS ON		Frademark Of
To the Honorable Commissioner of Patents and Tra		101447282	
T: Name of conveying party(ies) & Execution Dates:	2. Name and	address of receiving party (ies):	
Genevieve Blandiaux Execution date – 3/29/00		Name: Colgate-Palmolive Company Internal: Patent Department	
MRD 8.24.00	Address:	atem Department	
•	Street: 3	00 Park Avenue	
Additional name(s) of conveying party(ies) attached?YesX_ No		City: New York, State: New York Zip 10022 Additional name(s) address(es) attached? YesX_No	
3. Nature of conveyance:			
X Assignment Merger			
Security Agreement Change of Name			
Other			
Execution Date:			
4. Application number (s) or patent number (s): USSN 9/543,	916		
If this document is being filed together with a new application, the		application is:	
A. Patent Application No.(s) B. Patent			
Additional num	bers attached? Y	[es _X No	
 Name and address of party to whom correspondence concerning document should be mailed: Name: 		ber of applications and patents involved:	_(1)
Internal Address: PATENT DEPARTMENT COLGATE-PALMOLIVE COMPANY Street Address: 909 RIVER ROAD P.O. BOX 1343			
City: PISCATAWAY State: NJ Zip: 08855-134	43		
	7. Total Fee (37 CFR 3.41) \$40.00	
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000 HCHRISTA 0000003 032455 09543916	<u>X</u> Author	ized to be charged to deposit account 03-245	5
11 40.00 CH		count number: 03-2455 ditional fee is required)	
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Richard E. Nanfeldt Reg. No. 27,050	Ambrid	8/22/00	
Name of Person Signing & Rcg. No. Sign	nature	Date / et #:Total number of pages including cover sh	eet: (3)_
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ASSIGNMENT

[ASSIGNMENT OF U.S. PATENT AFTER IT HAS RECEIVED A SERIAL NUMBER]

Docket No. F1438

WHEREAS, [I], <u>Genevieve Blandiaux</u>, (below referred to as ASSIGNORS), residing, respectively, as set forth hereinafter, have invented an invention for which application for Letters Patent of the United States was filed in the United States Patent and Trademark Office as Application Serial No. <u>9/543,916</u>, filed <u>April 6, 2000</u>, naming the ASSIGNORS as inventors, and entitled <u>Acidic Liquid Crystal Compositions</u>; and

WHEREAS, Colgate-Palmolive Co., ("Assignee"), 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, 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 does 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, continuing, 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 authorizes and requests 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, continuing, 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.

> PATENT REEL: 011028 FRAME: 0190

Signed this <u>29</u> day of <u>Harch</u>, 19 2000

)) ss:

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Name: Genevieve Blandiaux

Address: Rue Lonhienne, 3A, 4870 Trooz, Belgium

Country of Belgium

County of Liege

On this 29 day of Hand, 18 las, before me, a Notary Public in and for the State and County aforesaid, personally appeared <u>Genevieve Blandiaux</u>, to me known and known to me to be the person of that name, who executed the foregoing instrument in my presence.

Notary Public

 $\mathcal{V}(\mathcal{I})$ elenevieve TH L'ALLER &

Commune de TROOZ Taxe communale 20 BBB N° 509

RECORDED: 08/24/2000