

01-29-2002

FORM PTO - 1595



VER SHEET U.S. DEPARTMENT OF COMMERCE
1-31-92 Patent and Trademark Office

101961932

To the Honorable Commissioner of

1. Name of conveying party(ies):

Geir Hellerud
Nils-Terje Vestheim

1-1602

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

Name: Colgate-Palmolive Company
Internal:
Address:

Street: 300 Park Avenue

City: New York State: New York Zip 10022

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

Additional name(s) address(es) attached? Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other

Execution Date: October 3, 2001

4. Application number (s) or patent number (s): 9/681,974

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:

Name: COLGATE-PALMOLIVE COMPANY

Internal Address: PATENT DEPARTMENT

Street Address: 909 RIVER ROAD
P.O. BOX 1343

City: PISCATAWAY State: NJ Zip: 08855-1343

6. Total Number of applications and patents involved: 1

7. Total Fee (37 CFR 3.41) \$40.00

- Enclosed
- Authorized to be charged to deposit account 03-2455

8. Deposit account number: 03-2455
(If any additional fee is required, please charge to our Deposit Account No. 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.

Henry S. Goldfine
Name of Person Signing & Reg. No. 38,468
Attorney Docket No.: IR 6509

Henry S. Goldfine
Signature

11/13/01
Date

Total number of pages including cover sheet: (1)

CERTIFICATE OF MAILING (37 CFR 1.8a)

I hereby certify that the paper (along with any paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to the: Assistant Commissioner for Patents, Box Assignments, Washington, D.C. 20231.

Date: 11/13/01

Tracy Cavallaro
(Type or print name of person mailing paper)

Tracy Cavallaro
(Signature of person mailing paper)

01/29/2002 TDI AZ1 00000111 032455 09681974

01 FC:581

40.00 CH

PATENT
REEL: 012500 FRAME: 0230

ASSIGNMENT**Geir Hellerud and Nils-Terje Vestheim, Inventors, to Jordan.**

WHEREAS, we, Geir Hellerud and Nils-Terje Vestheim (below referred to as ASSIGNORS), 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 Office as **Application Serial No. 9/681,974, filed July 2, 2001**, naming the ASSIGNORS as inventor, and entitled **TOOTHBRUSH HAVING A BRISTLE PATTERN WHICH PROVIDES ENHANCED CLEANING**; and

WHEREAS, JORDAN having a place of business at Haavard Martinsens vei 30, N-0978 Oslo, Norway, (below referred to as "ASSIGNEE"), desires to acquire from Geir Hellerud and Nils-Terje Vestheim (below referred to as ASSIGNORS) all their rights to the invention in the above-named patent application;

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's execution of this document.

This Agreement is effective as of July 2, 2001.

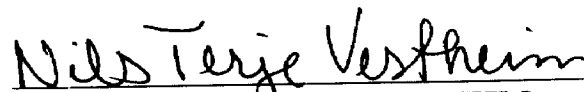
IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 3 day of October 2001.



GEIR HELLERUD

Address: Bryggetorget 15
0250 Oslo
Norway

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 3 day of October 2001.



NILS-TERJE VESTHEIM

Address: Bergensveien 38
0963 Oslo
Norway

State of _____
County of _____

On this _____ day of _____ 2001, 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.