

03-13-2003



102388600

ENTS ONLY

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

1. Name of conveying party(ies):

Ecco Design Inc.

10/26/03

FINANCE DEPT

3-11-03

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

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

Name: Colgate-Palmolive Company

Internal:

Address:

Street: 300 Park Ave

City: New York State: New York Zip 10022

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

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other

Execution Date: February 26, 2003

4. Application number (s) or patent number (s): 10/260,585

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 6886-00

Signature

3/4/03

Date

Total number of pages including cover sheet: (1)

03/12/2003 ECOMPER 00000216 032455 10260505

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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: 3/5/03

Tracy Cavallaro

(Type or print name of person mailing paper)

(Signature of person mailing paper)

ASSIGNMENT

Ecco Design Inc. to Colgate-Palmolive Company

WHEREAS, ECCO DESIGN INC., a corporation with offices at 16 West 19th Street, New York, NY 10011 herein being the Assignee from Eyal Eliav of 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. 10/260,585, filed September 27, 2002**, naming from Eyal Eliav as inventor, and entitled **TOOTHBRUSH WITH KINETIC PLATE**; 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, desires to acquire from ECCO DESIGN INC. all right, title and interest in and to the above-identified patent application;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ECCO DESIGN INC., by these presents do sell, assign and transfer to COLGATE-PALMOLIVE COMPANY, 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 ECCO DESIGN INC. 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

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rights issuing on any application as aforesaid to COLGATE-PALMOLIVE COMPANY, or to its successors, assigns or legal representatives;

ECCO DESIGN INC. hereby covenant that it has the full right to convey the entire interest herein assigned, and further that ECCO DESIGN INC. has not executed, and will not execute, any agreement in conflict herewith;

ECCO DESIGN INC. hereby agrees, upon request, to execute any instrument which COLGATE-PALMOLIVE COMPANY desires to carry this Assignment into effect and to perfect the title transferred hereby;

IN TESTIMONY WHEREOF, ECCO DESIGN INC. has caused this Assignment to be executed by duly authorized representative.

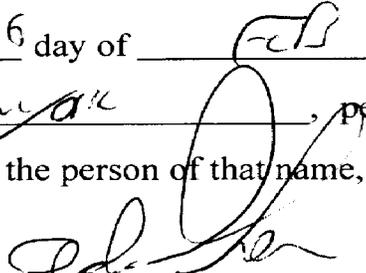
By: ECCO DESIGN INC.

Authorized Officer: EYAL ELIAV
EYAL ELIAV
(Print Name)

Dated: 2/26/03

CREATIVE DIRECTOR
(Title)

On this 26 day of Feb 2003, before me, a Notary Public in and for New York, personally appeared the above signatory, known to me to be the person of that name, who executed the foregoing instrument in my presence.


ADAM GREEBLER
Notary Public State of New York
No 01GP5001894
Qualified in Queens County
Commission Expires Sept 21 2006

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Notary Public