

05-15-2003

UNUS #02-0469-UNI; DM7375(V)

RECORD DATE



U.S. DEPARTMENT OF COMMERCE
PATENT & TRADEMARK OFFICE

To the

102448637

marks: Please record the attached original documents or copy thereof.

1. NAME OF CONVEYING PARTY(IES):

5-14-03

2. NAME AND ADDRESS OF RECEIVING PARTY(IES):

Rosario Donoto DE SALVO

NAME: Unilever Home & Personal Care USA, Division of Conopco, Inc.

ADDITIONAL NAME(S) OF CONVEYING PARTY(IES) ATTACHED?

STREET ADDRESS: 33 Benedict Place

YES [] NO [XX]

CITY: Greenwich STATE: CT ZIP: 06830

ADDITIONAL NAME(S) & ADDRESS(ES) ATTACHED?

YES [] NO [XX]

3. NATURE OF CONVEYANCE:

[XX] ASSIGNMENT [] SECURITY AGREEMENT [] MERGER [] CHANGE OF NAME [] OTHER

EXECUTION DATE: February 28, 2003

4. APPLICATION NUMBER(S) OR PATENT NUMBER(S): 29/176,454 FILED: February 21, 2003

IF THIS DOCUMENT IS BEING FILED TOGETHER WITH A NEW APPLICATION, THE EXECUTION DATE OF THE APPLICATION IS:

A. PATENT APPLICATION NO.(S): 29/176,454

B. PATENT NO.(S)

ADDITIONAL NUMBERS ATTACHED? [] YES [XX] NO

5. NAME AND ADDRESS OF PARTY TO WHOM CORRESPONDENCE CONCERNING DOCUMENT SHOULD BE MAILED:

UNILEVER PATENT DEPARTMENT, 45 RIVER ROAD, EDGEWATER, NEW JERSEY 07020

6. TOTAL NUMBER OF APPLICATIONS AND PATENTS INVOLVED: 1

7. TOTAL FEE (37 CFR 3.41): \$40.00 [] ENCLOSED [XX] AUTHORIZED TO BE CHARGED TO DEPOSIT ACCOUNT

[XX] ANY DEFICIENCY OR OVERPAYMENT SHOULD BE CHARGED OR CREDITED TO DEPOSIT ACCOUNT 12-1155.

8. DEPOSIT ACCOUNT NUMBER: 12-1155 (Duplicate copy of this page is attached for payment by deposit account)

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.

Milton L. Honig

May 6, 2003

MILTON L. HONIG, ATTORNEY FOR APPLICANT(S)
REGISTRATION NO. 28,617

DATE

TOTAL NUMBER OF PAGES COMPRISING COVER SHEET, ATTACHMENTS, AND DOCUMENT: 4

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

PUBLIC BURDEN REPORTING FOR THIS SAMPLE COVER SHEET IS ESTIMATED TO AVERAGE ABOVE 30 MINUTES PER DOCUMENTS TO BE RECORDED, INCLUDING TIME FOR REVIEWING THE DOCUMENT AND GATHERING THE DATA NEEDED, AND COMPLETING AND REVIEWING THE SAMPLE COVER SHEET. SEND COMMENTS REGARDING THIS BURDEN ESTIMATE TO THE U.S. PATENT AND TRADEMARK OFFICE, OFFICE OF INFORMATION SYSTEMS, P2-1000C, WASHINGTON, D.C. 20231 AND TO THE OFFICE OF MANAGEMENT AND BUDGET, PAPERWORK REDUCTION PROJECT (0651-0011), WASHINGTON, D.C. 20231

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5-2003 ECOMMER 0000000 121155 29176454

40.00

ASSIGNMENT

DM 7375(V)

WHEREAS, I, Rosario Donato DE SALVO of Via Crivelli 15/1, 20122 Milan, Italy have invented certain improvements in:

ELECTRIC TOOTHBRUSH HEAD

(bearing Attorney's Docket Number: **DM 7375 (V)**), which is found in

[Check and complete (a), (b) or (c)]

(a) _____ U.S. design application executed on _____

(b) X To comply with 37 CFR 3.21 for recordal of this assignment, I/WE as ASSIGNOR(S) signing below, hereby authorize and request my/our attorney, as named in the Declaration and Power of Attorney to insert below the filing date and application number when it becomes known.

U.S. application Serial No. 29/176,454 filed on February 21, 2003

AND WHEREAS, **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, a corporation of **NEW YORK**, having a principal place of business at **33 Benedict Place, Greenwich, Connecticut 06830** desires to acquire the entire right title and interest in and to the aforesaid invention, and to said United States application or any reissues, divisions, continuation, or continuation-in-part thereof, and in any Design Model which may issue therefrom;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration in hand paid, the receipt and sufficiency of which is hereby acknowledged, I/We, the undersigned, hereby sell, assign and transfer to the aforesaid, **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, its successors and assigns, the entire right, title and interest in and to the said application and invention therein disclosed for the United States, and in and to any and all divisional, continuation, continuation-in-part, reissue or other applications describing said invention or improvements thereon, and in and to any and all Design Model of the United States which may issue from said applications or any of them, the same to be held by and for the sole and exclusive use and benefit of the said **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, its successors and assigns.

AND I/We do hereby authorize and request the Commissioner of Design Models to issue the said Design Model of the United States to said **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, as the ASSIGNEE of the entire right, title and interest in and to the same.

AND I/We do hereby agree to assist said **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, in the prosecution of any and all said applications and in the prosecution of any and all interferences or other proceedings which may arise involving said invention, and to execute and deliver any powers of attorney, affidavits, assignments, applications, reissues, documents, or other written instruments which, in the opinion of counsel for said **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, its successors and assigns, may be necessary in this country fully to secure to said **UNILEVER HOME & PERSONAL CARE USA, DIVISION OF CONOPCO, INC.**, its successors and assigns, any and all said applications, inventions, improvements, Design Model, rights, titles, and interests hereby sold, assigned, transferred and conveyed.

In witness whereof, I/we have hereunto set my/our hand

Dated: 28 FEB 2003 (1) R. De Salvo
Author - Rosario Donato DE SALVO

Dated: _____ (2) _____
Author

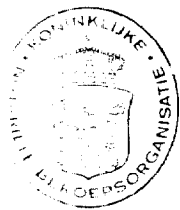
Dated: _____ (3) _____
Author

Dated: _____ (4) _____
Author

Dated: _____ (5) _____
Author

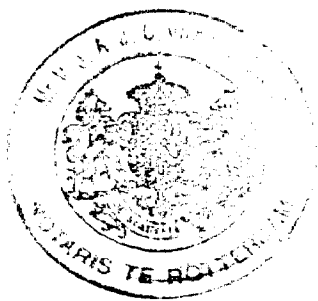
Notarise & Apostille

PATENT
REEL: 014057 FRAME: 0148



Seen by me, mr. Albert Jan Stel, candidate-civil law notary, as a substitute of Victor Joseph Antonius Johannes Clemens van Heeswijk, civil law notary in Rotterdam, the Netherlands, for legalisation of the signature placed on the attached document of Mr Rosario Donato De Salvo, residing at Via Crivelli 15/1, 20122 Milan, Italy.

Rotterdam, 6 March 2003



APOSTILLE

(Convention de la Haye du 5 octobre 1961)

1. Country: The NETHERLANDS

This public document

2. has been signed by
mr A.J. Stel

3. acting in the capacity of
candidate notary

4. bears the zegel/stempel of
mr. V.J.A.J.C. van Heeswijk
Certified

5. at ROTTERDAM 6. on 07-03-2003

7. by the clerk of the District Court

(Griffier van de Arrondissementsrechtbank)

8. N° 130319

Stempel:

10. Signature:

