

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Douglas J. Hohlbein	03/22/2005
RECEIVING PARTY DATA	
Name:	Colgate-Palmolive Company
Street Address:	300 Park Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29213756
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	202824-3000
Email:	sstrickland@bannerwitcoff.com
Correspondent Name:	Robert S. Katz c/o Banner & Witcoff, Ltd
Address Line 1:	1001 G Street NW, 11th Floor
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001-4597
NAME OF SUBMITTER:	Sylvia G. Strickland
Total Attachments: 2 source='756 Executed Assignment#page1.tif source='756 Executed Assignment#page2.tif	

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PATENT
REEL: 015814 FRAME: 0120

ASSIGNMENT

WHEREAS, I, Douglas J. Hohlbein (below referred to as ASSIGNOR), a citizen of the United States of America, residing at 45 Diverty Road, Pennington, NJ 08534, as set forth hereinafter, has made an invention for which a design application for Letters Patent of the United States was filed in the United States Patent and Trademark Office on September 23, 2004, and accorded U. S. Application No. 29/213,756 and is identified as Attorney Docket 016427.00072 and entitled **HANDLE FOR A 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, ASSIGNOR, 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 ASSIGNOR 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;

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

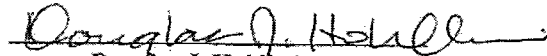
ASSIGNOR agree to communicate to ASSIGNEE or to its successors, assigns or legal representatives any and all facts known to them or any of them respecting said invention, and without further remuneration to testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, 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.

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

This Assignment is effective as of September 23, 2004.

(Sheet 1 of 2)

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 22 day of
MARCH 2005.

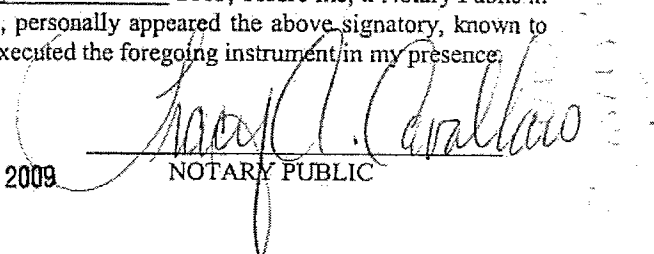

Douglas J. Hohlbein

Address: 45 Diverty Road
Pennington, NJ 08534

State of New Jersey
County of Somerset

On this 2nd day of March 2005, 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.

TRACY A. CAVALLARO
NOTARY PUBLIC OF NEW JERSEY
MY COMMISSION EXPIRES AUGUST 26, 2009


NOTARY PUBLIC

Colgate-Palmolive Company accepts this Assignment.

COLGATE-PALMOLIVE COMPANY

By 

Harris Wolin, Esq.

(Sheet 2 of 2)