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1. Submission Type

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| <input checked="" type="checkbox"/> New

<input type="checkbox"/> Correction of PTO Error | <input type="checkbox"/> Resubmission (Non-Recordation)
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2. Name of Conveying Party(ies):

PUGH, Simon

Additional name(s) of conveying
party(ies) attached?

☐ Yes ☒ No

3. Name and Address of Receiving Party(ies):

RECKITT BENCKISER (UK) LIMITED
103-105 Bath Road
Slough
Berkshire
SL1 3UH
United Kingdom

Additional name(s) & addresses
attached?

☐ Yes ☒ No

4. Nature of Conveyance:

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| <input checked="" type="checkbox"/> Assignment

<input type="checkbox"/> Security Agreement | <input type="checkbox"/> Merger

<input type="checkbox"/> Change of Name <input type="checkbox"/> Other |
|---|---|

Execution Date: November 18, 2005

5. Application Number(s) or Patent Number(s): 29/242,142 filed November 4, 2005

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

6. Name and address of party to whom correspondence concerning document should be mailed:

Andrew N. Parfomak
NORRIS McLAUGHLIN & MARCUS PA
875 Third Avenue, 18th Floor
New York, New York 10022
(212) 808-0700

7. Total number of applications and patents involved: 1

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

☐ Enclosed

☒ Authorized to be Charged to Deposit Account

9. Deposit Account Number: 14-1263

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10. 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.

Andrew N. Parfomak

Name of Person Signing

Reg. No.: 32,431

Andrew N. Parfomak
Signature

06 Dec 2005
Date

Total number of pages including cover sheet, attachments, and document: 4

11. ADDITIONAL FEE

Please charge any insufficiency of fees, or credit any excess, to our Deposit Account No. 14-1263.

875 Third Avenue
18th Floor
New York, New York 10022
(212) 808-0700

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that the foregoing Recordation Form Cover Sheet and Assignment (4 pages total) are being transmitted to the United States Patent and Trademark Office by facsimile to the designated number for the Assignment Division: (571) 273-0140 on the date indicated below.

Date: 12/6/05

By Kimberly Brittingham
Kimberly Brittingham

ASSIGNMENT

In consideration of One Dollar (\$1.00) in hand paid and other good and valuable considerations, the receipt of which is hereby acknowledged, the undersigned [hereinafter (collectively) named "Assignor"] hereby assigns and transfers to

RECKITT BENCKISER (UK) LIMITED
103-105 Bath Road
Slough
Berkshire
SL1 3UH
UNITED KINGDOM

, a British corporation (hereinafter named "Assignee"), its successors, legal representatives and assigns, the entire right, title and interest in and to Assignor's application for Letters Patent of the United States, Application Serial No. 29/242,142, filed on November 4, 2005 (I hereby agree that the attorney on file may insert the correct filing details after execution) entitled

BLISTER PACK CONTAINING AIR FRESHENER DEVICES

and to Assignor's entire right, title and interest in any and all inventions, whether joint or sole, disclosed in said application for Letters Patent, and in any and all divisional or continuation or renewal applications that may be filed for United States Letters Patent for any and all of said inventions, and in and to any and all patents that may be granted on the foregoing applications and any reissue or extension thereof.

The Assignor hereby authorizes and requests the Commissioner of Patents to issue any and all of said Letters Patent to said Assignee.

For said consideration, the Assignor hereby agrees upon the request of said Assignee, its successors, legal representatives or assigns, to execute any and all United States divisional, continuation and renewal applications for said invention, and any and all necessary oaths, supplemental oaths or declarations or supplemental declarations or affidavits relating thereto, and any application for the reissue or extension of any United States Letters Patent that may be granted upon said application that said Assignee, its successors, legal representatives or assigns may deem necessary or expedient.

For the said consideration the Assignor further agrees upon the request of said Assignee, its successors, legal representatives or assigns, in the event of said application or any division thereof, or Letters Patent issued thereon or any reissue or application for the reissue thereof, becoming involved in interference, to cooperate to the best of the ability of the Assignor with said Assignee, its successors, legal representatives or assigns in the matters of preparing and executing the Preliminary Statement and giving and producing evidence in support thereof, the Assignor hereby agreeing to perform upon such request, any and all affirmative acts necessary to obtain said Letters Patent and vest all rights therein hereby conveyed in said Assignee, its successors, legal representatives or assigns as

fully and entirely as the same would have been held and enjoyed by the assignor if this assignment and sale had not been made.

Assignor hereby binds himself, his heirs, legal representatives, administrators, and assigns properly to execute without further consideration, any and all applications, petitions, oaths, assignments or other papers and instruments which may be necessary in order to carry into full force and effect the sale, assignment and transfer hereby made, or intended or agreed to be made.

And for said considerations, the Assignor hereby assigns to said Assignee, its successors, legal representatives and assigns, the entire right, title and interest in said invention or improvement for any and all foreign countries and agrees upon the request of said Assignee, its successors, legal representatives or assigns to execute any and all documents that shall be required of the Assignor to be executed in connection with any and all applications for foreign Letters Patent therefor, including the prosecution thereof, and to execute any and all documents necessary to invest title in said foreign applications and patents in said Assignee, its successors, legal representatives or assigns.

Signature: _____

Simon FUGH

Date: _____

18/4/05