
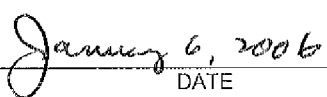


UNUS #05-0284-UNI; DM7520(V)

RECORDATION FORM COVER SHEET PATENTS ONLY	U.S. DEPARTMENT OF COMMERCE PATENT & TRADEMARK OFFICE
To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.	
1. NAME OF CONVEYING PARTY(IES):  Ilaria FARAVELLI  ADDITIONAL NAME(S) OF CONVEYING PARTY(IES) ATTACHED? YES [ ] NO [XX]	2. NAME AND ADDRESS OF RECEIVING PARTY(IES):  NAME: Conopco, Inc., d/b/a UNILEVER  STREET ADDRESS: 700 Sylvan Avenue  CITY: Englewood Cliffs STATE: NJ ZIP: 07632  ADDITIONAL NAME(S) & ADDRESS(ES) ATTACHED? YES [ ] NO [XX]
3. NATURE OF CONVEYANCE:  [XX] ASSIGNMENT [ ] SECURITY AGREEMENT [ ] MERGER [ ] CHANGE OF NAME [ ] OTHER EXECUTION DATE: October 26, 2005	
4. APPLICATION NUMBER(S) OR PATENT NUMBER(S): 29/239,942 FILED: October 6, 2005  IF THIS DOCUMENT IS BEING FILED TOGETHER WITH A NEW APPLICATION, THE EXECUTION DATE OF THE APPLICATION IS:	
A. PATENT APPLICATION NO.(S): 29/239,942	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 INTELLECTUAL PROPERTY GROUP, 700 SYLVAN AVENUE, ENGLEWOOD CLIFFS, NEW JERSEY 07632	
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. I FURTHER CERTIFY THAT THIS PAPER IS BEING FACSIMILE TRANSMITTED TO THE PATENT AND TRADEMARK OFFICE ON THE DATE SHOWN BELOW.   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)	
<b>DO NOT DETACH THIS PORTION</b>	
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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**PATENT**  
**REEL: 017169 FRAME: 0046**

DM7520(V)/US

ASSIGNMENT

WHEREAS, I/WE,

Ilaria FARAVELLI

Unilever Italia S.p.A., Via Lever-Gibbs 3, 26841 Casalpusterlengo, Italy

have invented certain improvements in:

## TOOTHPASTE

(bearing Attorney's Docket Number: DM7520), which is found in

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

- (a)  U.S. patent application executed on \_\_\_\_\_
- (b)  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. 29/239,942 filed on October 6, 2005

- (c)  International Application No \_\_\_\_\_

AND WHEREAS, Conopco Inc., d/b/a UNILEVER, a corporation of New York, having a place of business at 700 Sylvan Avenue, Englewood Cliffs, New Jersey 07632, United States of America 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 Letters Patent 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 Conopco Inc., d/b/a UNILEVER, 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 Letters Patent 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 Conopco Inc., d/b/a UNILEVER, its successors and assigns.

AND I/We do hereby authorize and request the Commissioner of Patents to issue the said Letters Patent of the United States to said Conopco Inc., d/b/a UNILEVER, as the ASSIGNEE of the entire right, title and interest in and to the same.


AND I/We do hereby agree to assist said Conopco Inc., d/b/a UNILEVER, 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 Conopco

Notarise/Apostille

**PATENT**  
**REEL: 017169 FRAME: 0047**

Inc., d/b/a UNILEVER, its successors and assigns, may be necessary in this country fully to secure to said Conopco Inc., d/b/a UNILEVER. its successors and assigns, any and all said applications, inventions, improvements, Letters Patent, rights, titles, and interests hereby sold, assigned, transferred and conveyed.

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



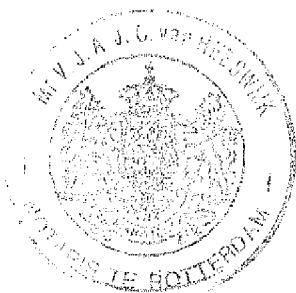
Dated: 26-10-2006

*Notarise & Apostille*



Seen by me, 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 Mrs Ilaria Faravelli, c/o Unilever Italia S.p.A., Via Lever-Gibbs 3, 26841 Casalpusterlengo, Italy.

Rotterdam, 30 November 2005



*[Handwritten signature]*

**APOSTILLE**

1. (Convention de la Haye du 5 Octobre 1961)  
Country: **NETHERLANDS**  
This public document
2. has been signed by Mr V.J.A.J.C. van Heeswijk
3. acting in the capacity of notary
4. bears the seal/stamp of  
V.J.A.J.C. van Heeswijk at Rotterdam  
certified
5. at Rotterdam
6. the 30-11-2005
7. by the Clerk of the District Court
- (Griffier van de Rechtbank)
8. No. HA RP 05.12226
9. Seal/stamp

10. Signature  
*[Handwritten signature]*

