

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT | | | | | | | | | | | | | | |
|---|-----------------------------------|---------------|----------------|---------------------|------------|--------------------|------------|--------------|------------|-----------|------------|-------------------|------------|-----------|------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT | | | | | | | | | | | | | | |
| CONVEYING PARTY DATA | | | | | | | | | | | | | | | |
| <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>John J. Gatzemeyer</td> <td>02/08/2007</td> </tr> <tr> <td>Eduardo J. Jimenez</td> <td>01/30/2007</td> </tr> <tr> <td>Robert Riebe</td> <td>02/05/2007</td> </tr> <tr> <td>Paul Fair</td> <td>02/07/2007</td> </tr> <tr> <td>James E. Michaels</td> <td>02/05/2007</td> </tr> <tr> <td>Evan Ward</td> <td>02/14/2007</td> </tr> </tbody> </table> | | Name | Execution Date | John J. Gatzemeyer | 02/08/2007 | Eduardo J. Jimenez | 01/30/2007 | Robert Riebe | 02/05/2007 | Paul Fair | 02/07/2007 | James E. Michaels | 02/05/2007 | Evan Ward | 02/14/2007 |
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| James E. Michaels | 02/05/2007 | | | | | | | | | | | | | | |
| Evan Ward | 02/14/2007 | | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | | | |
| <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11676050</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 11676050 | | | | | | | | | | |
| Property Type | Number | | | | | | | | | | | | | | |
| Application Number: | 11676050 | | | | | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | | | | | |
| Fax Number: | (732)878-7853 | | | | | | | | | | | | | | |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | | | | | | | | | | | | | |
| Phone: | (732) 878-7789 | | | | | | | | | | | | | | |
| Email: | danielle_hribik@colpal.com | | | | | | | | | | | | | | |
| Correspondent Name: | Colgate-Palmolive Company | | | | | | | | | | | | | | |
| Address Line 1: | 909 River Road, PO Box 1343 | | | | | | | | | | | | | | |
| Address Line 2: | Patent Department | | | | | | | | | | | | | | |
| Address Line 4: | Piscataway, NEW JERSEY 08855-1343 | | | | | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 7993-00-TB | | | | | | | | | | | | | | |

CH \$40.00 11676050

NAME OF SUBMITTER:

Ellen K. Park

Total Attachments: 6

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ASSIGNMENT

WHEREAS, WE, John J. Gatzemeyer, Eduardo J. Jimenez, Robert Riebe, Paul Fair, James E. Michaels, and Evan Ward (below referred to as ASSIGNORS), residing, respectively, as set forth hereinafter, have made 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. 11/676,050, filed February 16, 2007, naming the ASSIGNOR(S) as inventor(s), and entitled ORAL CARE IMPLEMENT HAVING USER-INTERACTIVE DISPLAY AND MOVING HEAD ; 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(S), 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 United States Patent Application and all corresponding foreign patent applications, all divisional, continuation, continuation-in-part, reissue, reexamination, and any additional United States Patent applications which claim priority to the aforesaid United States application, and all Letters Patent or comparable rights issuing thereon in the United States and in all foreign countries, together with the right(s) 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(S) hereby authorize and request the United States 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;

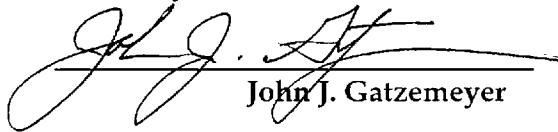
ASSIGNOR(S) hereby covenant that ASSIGNOR(S) have full right to convey the entire interest herein assigned, and that ASSIGNOR(S) have not executed, and will not execute, any agreement in conflict herewith;

ASSIGNOR(S) 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(S) 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: February 16, 2007.
(date of filing)


IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 8 day of FEBRUARY 2007.


John J. Gatzemeyer

Address: 85 Rohill Road
Hillsborough, NJ 08844

State of New Jersey
County of Hunterdon

On this 8th day of February 2007, 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.


NOTARY PUBLIC
DANIELLE L. HRIBIK
NOTARY PUBLIC OF NEW JERSEY
I.D. No. 2353780
MY COMMISSION EXPIRES
DECEMBER 21, 2011


IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 30 day of January 2007.


Eduardo J. Jimenez

Address: 21 Manor Drive
Manalapan, NJ 07725

State of New Jersey
County of Hunterdon

On this 30 day of January 2007, 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.


NOTARY PUBLIC
DANIELLE L. HRIBIK
NOTARY PUBLIC OF NEW JERSEY
I.D. No. 2353780
MY COMMISSION EXPIRES
DECEMBER 21, 2011

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 5TH day of February 2007.

Robert Riebe
Robert Riebe

Address: 336 Elmwood Place W.
Minneapolis, MN 55419

State of New York
County of Manhattan

On this 5th day of February 2007, 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.

Jeanette T. Engles
NOTARY PUBLIC

JEANETTE T. ENGLS
Notary Public, State of New York
No. 01EN5016471
Qualified in New York County
Commission Expires August 16, 2009

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this _____ day of _____ 2007.

Paul Fair

Address: 288 Clayton 307
Denver, CO 80206

State of _____
County of _____

On this _____ day of _____ 2007, 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.

NOTARY PUBLIC

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this _____ day of _____ 2007.

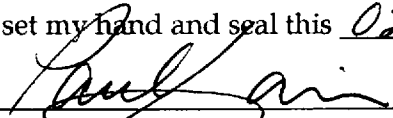
Robert Riebe
Address: 336 Elmwood Place W.
Minneapolis, MN 55419

State of
County of

On this ____ day of _____ 2007, 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.

NOTARY PUBLIC

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 02 day of 07 2007.



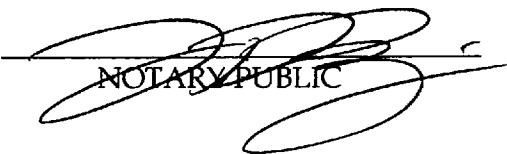
Paul Fair
Address: 288 Clayton 307
Denver, CO 80206

State of
County of

On this 7 day of FEBRUARY 2007, 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.



My Comm. Expires 6-6-2010



NOTARY PUBLIC

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 5th day of FEBRUARY 2007.

James E. Michaels
James E. Michaels

Address: 701 East 22nd Street
Lombard, IL 60148
(office)

5251 Washington St.
Downers Grove, IL
60515
(residence)

State of Illinois
County of DuPage

On this 5 day of February 2007, 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.

Patricia A. Massett
NOTARY PUBLIC



IN TESTIMONY WHEREOF, I hereunto set my hand and seal this _____ day of _____ 2007.

Evan Ward

Address: 2708 North Whipple #1
Chicago, IL 60647

State of _____
County of _____

On this ____ day of _____ 2007, 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.

NOTARY PUBLIC

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this _____ day of _____ 2007.

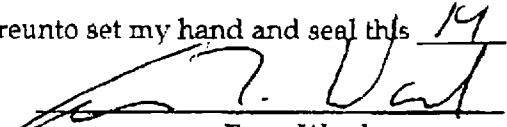
James E. Michaels
Address: 701 East 22nd Street
Lombard, IL 60148

State of _____
County of _____

On this _____ day of _____ 2007, 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.

NOTARY PUBLIC

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 14 day of FEBRUARY 2007.


Evan Ward

Address: 2708 North Whipple #1
Chicago, IL 60647

State of _____
County of _____

On this 14 day of FEBRUARY 2007, 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.


NOTARY PUBLIC

