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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Peter Hilliard Jr.	12/03/2004
Nadia Soliman	12/03/2004
Peter Haugk	12/03/2004

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:	11687705

CORRESPONDENCE DATA

Fax Number: (732)878-7853

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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:	7700-02-PC

NAME OF SUBMITTER: Kristyne A. Bullock

Total Attachments: 3

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PATENT REEL: 019027 FRAME: 0368

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PATENT REEL: 019027 FRAME: 0369

ASSIGNMENT

WHEREAS, we, Peter Hilliard, Jr., Nadia Soliman and Peter Haugk, (below referred to as ASSIGNORS), residing, respectively, and, as set forth hereinafter, have made an invention for which application for Letters Patent of the United States is Serial Number 60/603,125 was filed in the United States Patent and Trademark Office on August 19, 2004, naming the ASSIGNORS as inventors, and entitled:

"Enhanced Oil Delivery from Structured Surfactant Formulations";

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, ASSIGNORS, 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 ASSIGNORS 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;

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

ASSIGNORS 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 prefect ASSIGNEE's title in and to the invention and patent rights therein.

This Assignment is effective as of <u>August 19, 2004</u>. (Date of Filing)

(Sheet 1 of 3)

PATENT REEL: 019027 FRAME: 0370 (Assignment con't)

ASSIGNORS hereby authorize attorne any applicable serial numbers and filing d document. IN TESTIMONY WHEREOF, I hereum 2004.	7 H
	1 3 M KM Com
	Peter Hilliard, Jr.
	Address: 141 Old Mine Brook Road
Surgelley Jersey	Far Hills, NJ 07931
State of New Jersey County of Middlesax	
On this 3 day of December and for the State and County aforesaid, person me to be the person of that name, who executed CAROL M. STANLEY NOTARY PUBLIC OF NEW JERSEY MY COMMISSION EXPIRES NOV. 18, 2005 IN TESTIMONY WHEREOF, I hereur December 2004.	Notary Public Notary
	Address: 53 Racetrack Road E. Brunswick, NJ 08816
T2052(4	E. Brunswick, NJ 00010
State of New Jersey County of Middlesev	
On this 3 day of December and for the State and County aforesaid, person me to be the person of that name, who executed	nally appeared the above signatory, known to
CAROL M. STANLEY NOTARY PUBLIC OF NEW JERSEY MY COMMISSION EXPIRES NOV. 18, 2005	HOTTINI TOBLIC

(Sheet 2 of 3)

IN TESTIMONY WHEREOF, I here	unto set my hand and seal this 3 and ay of Peter Haugh
State of New Tricog County of Middlesex	Address: 171 Gettysburg Way Lincoln Park, NJ 07035
On this 3 day of Darekter and for the State and County aforesaid, person to be the person of that name, who execute	sonally appeared the above signatory, known to
CAROL M. STANLEY NOTARY PUBLIC OF NEW JERSEY MY COMMISSION EXPIRES NOV. 18, 2005	NOTARY PUBLIC
	Colgate Palmolive accepts this Assignment Whefi full Patent Department Kristyne A. Bullock

RECORDED: 03/19/2007

(Sheet 3 of 3)