

03-30-2007



U.S. PTO
29/273834
03/14/2007

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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name(s) of conveying party(ies)/execution date(s):
 Dominic Clive PLUMB 11-22-2006

Additional name(s) of conveying party(ies) attached:
 Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of name
 Joint Research Agreement

Executed: _____
 Name of the owner of the application (or patent): _____
 Name of other party to Joint Research Agreement: _____

2. Name(s) and address(es) of receiving party(ies):
 Name: The Procter & Gamble Company
 Internal Address: Attention: Chief Patent Counsel
6090 Center Hill Road
Cincinnati, OH 45224

Additional name(s) & address(es) attached?
 Yes No

4. Application number(s) or patent number(s):
 This document is being filed together with a new application: Yes No

A. Patent Application No(s). B. Patent No(s).
 Date Filed: March 14, 2007 P&G Case:
 P&G Case: CD707
 Confirmation No.:

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:
 Name: CENTRAL DOCKETING
 Internal Address: THE PROCTER & GAMBLE COMPANY
 Street Address:
Intellectual Property Division
Winton Hill Business Center - Box 161
6110 Center Hill Avenue
Cincinnati, OH 45224

Phone: 513-626-2721
 Fax Number: 513-626-1355
 Email Address : addington.et@pg.com

6. Total number of applications and patents involved: [1]

7. Total fee (37 CFR 3.41):.....\$40.00
 Authorized to be charged to deposit account

8. Deposit account number:
16-2480

Authorized User Name: Eric T. Addington

Eric T. Addington *E. T. Addington* March 14, 2007
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and documents: [3]

Documents to be recorded (including cover sheet must be either: (1) mailed with the patent application filing paper checking Box #8 on the Utility or Design Transmittal Form; or (2) faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria VA 22313-1450

FORM PTO-1595 (Revised for P&G use 10/23/2006)

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GLOBAL GENERAL ASSIGNMENT

WHEREAS I/we, the undersigned inventor(s) herewith declare that I am the sole inventor/we are the joint inventors and I/we have made a certain invention as set forth in a patent application (including industrial designs and utility models) entitled **Olay Contour Shelf**, Attorney's Docket No. **CD707F** and filed in the **OHIM** Patent Office as Number **000588389**, on **14th September, 2006** (the hereinafter named assignee being authorized to insert said Number and filing date when ascertained):

Dominic Clive PLUMB of Ignite Retail Design International, Rylett Studios, 77 Rylett Crescent, London, W12 9RP, United Kingdom;

I/We made said invention set forth in said patent application while employed by, or otherwise under an obligation to assign said invention to The Procter & Gamble Company or one of its Affiliates (including, Procter & Gamble Asia Pacific Ltd.; Procter & Gamble Australia Pty. Ltd.; Procter & Gamble Technology (Beijing) Co., Ltd.; Procter & Gamble Japan K.K.; Procter & Gamble Hong Kong Ltd.; Procter & Gamble India, Ltd.; Procter & Gamble Indonesia; Procter & Gamble Korea, Inc.; Procter & Gamble Malaysia Sdn. Bhd.; Procter & Gamble Philippines, Inc.; Procter & Gamble Taiwan Ltd; Procter & Gamble Manufacturing (Thailand) Ltd.; Procter & Gamble (Guangzhou) Ltd.; P&G Northeast Asia Pte Ltd; Max Factor K.K.; P&G K.K.; Procter & Gamble Asia Pte. Limited; Procter & Gamble de Mexico; Procter & Gamble de Venezuela, and P&G-Clairol, Inc.) and acknowledge my/our obligation at the time the invention was made to assign said invention to The Procter & Gamble Company or the Affiliate, respectively. Pursuant to said obligation and (in the case of employment by or obligation to the Affiliate) at the request of the Affiliate, I/we assign to The Procter & Gamble Company, its legal representatives, successors and assigns, the entire right, title and interest (including the right to claim priority of the filing date of said patent application under international conventions) in said invention as set forth in said patent application, and in all patents of the United States and of any other country which may be issued for said invention, as fully and completely as the same would have been held by me/us had this assignment not been made. The entire right, title and interest shall vest irrevocably in The Procter & Gamble Company. I/We further agree upon request, without additional compensation but at no expense to me/us, to execute or assent to applications, and to execute all other legal documents as may be necessary or desirable to vest the enjoyment of the rights assigned to The Procter & Gamble Company, its legal representatives, successors and assigns, or as said Company may direct.

I/We request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention herein assigned and as set forth in U. S. Application Serial Number _____ (the hereinafter named assignee being authorized to insert said U.S. Serial Number when ascertained) to The Procter & Gamble Company, its legal representatives, successors or assigns, as the sole owner of the entire right, title, and interest in said patent and the invention and the invention covered thereby.

The ASSIGNMENT of said invention is effective as of the earlier of 1) the date of execution shown below or 2) the filing date of the first-filed of said patent application(s).

Dominic Clive Plumb
Dominic Clive PLUMB of
Ignite Retail Design International

22 - 11 - 06
Date

Country
State of England }
 } SS
County of Greater }
 } London

On this 22nd day of November, 2006, before me personally appeared Dominic Clive Plumb, to me known to be the person named in and who executed the above instrument, and acknowledged to me that he executed the same for the uses and purposes therein set forth.

Rosa Davis
Notary Public/Witness

MY COMMISSION EXPIRES AT DEATH
4673.

