

Form PTO-1595

Attorney Docket No.: 102792-673

## RECORDATION FORM COVER SHEET PATENTS ONLY

Mail Stop ASSIGNMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

1. Submission Type

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> New<br><br><input type="checkbox"/> Correction of PTO Error | <input type="checkbox"/> Resubmission (Non-Recordation)<br>Document ID #<br><br><input type="checkbox"/> Corrective Document |
|---|--|

2. Name of Conveying Party(ies):

David KENNEDY  
Bruno LABLAINE  
Renaud LACHERY  
Paul NEWTON

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:

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Assignment<br><br><input type="checkbox"/> Security Agreement | <input type="checkbox"/> Merger<br><br><input type="checkbox"/> Change of Name <input type="checkbox"/> Other |
|---|---|

Execution Date: 04/05/2007; 04/04/2007; 04/04/2007; 04/12/2007

5. Application Number(s) or Patent Number(s): **29/277,314 filed 02/21/2007**

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, 18<sup>th</sup> 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

DO NOT USE THIS SPACE

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.

Mark D. Marin

Name of Person Signing

Reg. No.: 50,842

M. Marin

Signature

May 7, 2007

Date

Total number of pages including cover sheet, attachments, and document: 8

11. ADDITIONAL FEE

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

875 Third Avenue  
18<sup>th</sup> 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 (8 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: May 7, 2007

By

Agata Glinka  
Agata Glinka

Attorney Docket. No.: 102792-673 (11859D1 US)

### 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. 29/277314, filed on 21<sup>st</sup> February 2007, entitled

### AIR FRESHENER DEVICE

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:   
David KENNEDY

Date: 5 April '07

Signature: \_\_\_\_\_  
Bruno LABLAINE

Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
Renaud LACHERY

Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
Paul NEWTON

Date: \_\_\_\_\_

Attorney Docket No.: 102792-673 (11859D1 US)

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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.

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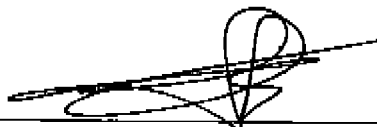
And for said considerations, the Assignor hereby assigns to said Assignee, its successors, legal representatives and assigns, the entire right, title and interest in said invention or improvement for any and all foreign countries and agrees upon the request of said Assignee, its successors, legal representatives 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: \_\_\_\_\_  
David KENNEDY

Date: \_\_\_\_\_

Signature:  \_\_\_\_\_  
Bruno LABLAINE

Date: 4 / April / 2007

Signature:  \_\_\_\_\_  
Renaud LACHERY

Date: 4 April 2007

Signature: \_\_\_\_\_  
Paul NEWTON

Date: \_\_\_\_\_

Attorney Docket, No.: 102792-673 (11859D1 US)

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**PATENT**  
**REEL: 019258 FRAME: 0927**

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.

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Signature: \_\_\_\_\_  
David KENNEDY

Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
Bruno LABLAINE

Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
Renaud LACHERY

Date: \_\_\_\_\_

Signature:  \_\_\_\_\_  
Paul NEWTON

Date: 12<sup>th</sup> April 2007