

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
EFFECTIVE DATE:	04/23/2002

**CONVEYING PARTY DATA**

Name	Execution Date
Ecco Design Inc.	04/23/2002

**RECEIVING PARTY DATA**

Name:	Colgate-Palmolive Company
Street Address:	300 Park Avenue
City:	New York
State/Country:	NEW JERSEY
Postal Code:	10022

**PROPERTY NUMBERS Total: 1**

Property Type	Number
Application Number:	11733155

**CORRESPONDENCE DATA**

Fax Number: (732)878-7853  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 732-878-7648  
 Email: ken\_capeese@colpal.com  
 Correspondent Name: Almeta Carter  
 Address Line 1: 909 River Road  
 Address Line 4: Piscataway, NEW JERSEY 08855

ATTORNEY DOCKET NUMBER:	6893-03-TB
NAME OF SUBMITTER:	Michael Wallace, Jr.

Total Attachments: 3  
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**CH \$40.00 11733155**



**ASSIGNMENT****Ecco Design Inc. to Colgate-Palmolive Company**

WHEREAS, ECCO DESIGN INC., a corporation with offices at 16 West 19th Street, New York, NY 10011 herein being the Assignee from Eyal Eliav of 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. 10/128,617**, filed **April 23, 2002**, naming from Eyal Eliav as inventor, and entitled **POWERED TOOTHBRUSH**; 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, desires to acquire from ECCO DESIGN INC. all right, title and interest in and to the above-identified patent application;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ECCO DESIGN INC., by these presents do sell, assign and transfer to COLGATE-PALMOLIVE COMPANY, 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 ECCO DESIGN INC. 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 COLGATE-PALMOLIVE COMPANY, or to its successors, assigns or legal representatives;

ECCO DESIGN INC. hereby covenant that it has the full right to convey the entire interest herein assigned, and further that ECCO DESIGN INC. has not executed, and will not execute, any agreement in conflict herewith;

ECCO DESIGN INC. hereby agrees, upon request, to execute any instrument which COLGATE-PALMOLIVE COMPANY desires to carry this Assignment into effect and to perfect the title transferred hereby;

IN TESTIMONY WHEREOF, ECCO DESIGN INC. has caused this Assignment to be executed by duly authorized representative.

By: ECCO DESIGN INC.

Authorized Officer:

EYAL ELIAV  
EYAL ELIAV

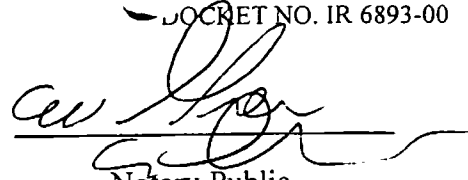
(Print Name)

Dated: 10/30/2002

CREATIVE DIRECTOR

(Title)

On this \_\_\_\_ day of \_\_\_\_\_ 2002, before me, a Notary Public in and for \_\_\_\_\_, 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

Notary Public, State of New York  
01GR500189

0.40142 in Sullivan County  
mission 2, 200