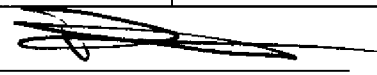


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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.	
<p>1. Name(s) of conveying party(ies)/execution date(s):</p> <p>Andreas Stephanus Lambertus Messerschmidt – July 25, 2007</p> <p>Susanne Will – July 31, 2007</p> <p>Additional name(s) of conveying party(ies) attached: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <hr/> <p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of name <input type="checkbox"/> Joint Research Agreement</p> <p>Executed: _____ Name of the owner of the application (or patent): _____</p>	<p>2. Name(s) and address(es) of receiving party(ies):</p> <p>Name: <u>The Procter & Gamble Company</u></p> <p>Internal Address: <u>Attention: Chief Patent Counsel</u> <u>One Procter & Gamble Plaza</u> <u>Cincinnati, OH 45202</u></p> <p>Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>4. Application number(s) or patent number(s):</p> <p>This document is being filed together with a new application: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>A. Patent Application No(s). <u>11/811,037</u> B. Patent No(s). _____ Date Filed: <u>June 8, 2007</u> P&G Case: _____ P&G Case: <u>CM3108MQ</u> Confirmation No.: <u>5643</u></p> <p style="text-align: center;">Additional numbers attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	
<p>5. Name and address to whom correspondence concerning document should be mailed:</p> <p>Name: <u>CENTRAL DOCKETING</u></p> <p>Internal Address: <u>THE PROCTER & GAMBLE COMPANY</u></p> <p>Street Address: <u>Intellectual Property Division</u> <u>Winton Hill Business Center – Box 412</u> <u>6250 Center Hill Avenue</u> <u>Cincinnati, OH 45224</u></p> <p>Phone: <u>513-634-6961</u> Fax Number: <u>513-634-3848</u> Email Address : <u>weirich.dm@pg.com</u></p>	<p>6. Total number of applications and patents involved: <u>[1]</u></p> <hr/> <p>7. Total fee (37 CFR 3.41):.....\$40.00 <input checked="" type="checkbox"/> Authorized to be charged to deposit account</p> <hr/> <p>8. Deposit account number: <u>16-2480</u></p> <p>Authorized User Name: <u>David M. Weirich</u></p>
<p><u>David M. Weirich</u>  <u>8/7/07</u></p> <p>Name of Person Signing Signature Date</p> <p style="text-align: center;">Total number of pages including cover sheet, attachments, and documents: <u>[3]</u></p>	

Documents to be recorded (including cover sheet must be either: (1) mailed with the patent application filing papers – 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

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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 **Package comprising holistic coding system**, Attorney's Docket No. **CM3108MQ** and filed in the **United States** Patent Office as Number **11/811,037**, on **June 8, 2007** (the hereinafter named assignee being authorized to insert said Number and filing date when ascertained):

**«Andreas Stephanus Lambertus Messerschmidt» of
«Amselweg 10, D-65812 Bad Soden, Germany»;**

**«Susanne NMN Will of «c/o Procter & Gamble Service GmbH,
Sulzbacher Str. 40, D-65823 Schwalbach, Germany»;**

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 **11/811,037** (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).

[Signature]
Andreas Stephanus Lambertus Messerschmidt

25 July 2007
Date

State of }
 } SS
County of }

On this 25 day of July, 2007, before me personally appeared Andreas Stephanus Lambertus Messerschmidt, 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.

[Signature]
Witness

[Signature]
Susanne NMN Will

31 July 2007
Date

State of }
 } SS
County of }

On this 31 day of July, 2007, before me personally appeared Susanne Will, 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.

[Signature]
Witness

REVISED: 23 June 2006

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FROM: Bridget Brinkman (Typed or printed name of person signing Certificate)

Fax No. 513-634-3848

Phone No. 513-634-3400

Application No.: 11/811,037

Inventor(s): Andreas Stephanus Lambertus Messerschmidt et al.


Filed: June 8, 2007

Docket No.: CM3108MQ

Confirmation No.: 5643

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