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(Rev. 07/05); Modified for P&G Use 05/09/07

RECORDATION

103444716

PATENTS ONLY

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):

Jayaraman Anand 8/24/2007
Kathryn Byrd Young 8/27/2007
Ranjit Kumar Choudhary 8/28/2007
Dina R. Howell 8/27/2007

Additional name(s) of conveying party(ies) attached:

☐ Yes ☒ No

2. Name(s) and address(es) of receiving party(ies):

Name: The Procter & Gamble Company

Internal Address: Attention: Chief Patent Counsel
One Procter & Gamble Plaza
Cincinnati, OH 45202

Additional name(s) & address(es) 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: _____

☐ Other _____

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).

Date Filed: September 4, 2007

P&G Case: 10564M

Confirmation No.: _____

B. Patent No(s).

P&G Case: _____

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 412
6250 Center Hill Avenue
Cincinnati, OH 45224

Phone: 513-634-9345

Fax Number: 513-634-6108

Email Address: upite.dv@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: David V. Upite

David V. Upite

Name of Person Signing

Signature

September 4, 2007

Date

Total number of pages including cover sheet, attachments, and documents: [5]

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 --; (2) faxed to (571) 273-0140; or (3) mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria VA 22313-1450.

PATENT

REEL: 019831 FRAME: 0899

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 **Predicting Shopper Traffic at a Retail Store**, Attorney's Docket No. **10564M** and filed in the **United States Patent Office** as Number _____, on _____, **2007** (the hereinafter named assignee being authorized to insert said Number and filing date when ascertained):

Jayaraman Anand of Singapore City, Singapore
Kathryn Byrd Young of Cincinnati, Ohio;
Ranjit Kumar Choudhary of West Chester, Ohio;
Dina R. Howell of Mainville, Ohio

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).



Jayaraman Anand

8/24/07

Date

Country of Singapore }

On this 8 day of August, 2007, before me personally appeared Jayaraman Anand, 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.



Witness

Kathryn Byrd Young

Date

State of Ohio }
 }
County of Hamilton } SS

On this _____ day of _____, 2007, before me personally appeared Kathryn Byrd Young, 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.

Notary Public

Ranjit Kumar Choudhary

Date

State of Ohio }
 }
County of Hamilton } SS

On this _____ day of _____, 2007, before me personally appeared Ranjit Kumar Choudhary, 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.

Notary Public

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).

Jayaraman Anand

Date

Country of Singapore }

On this _____ day of _____, 2007, before me personally appeared Jayaraman Anand, 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.

Witness

Kathryn Byrd Young

8/27/2007
Date

State of Ohio }
County of Hamilton } SS

On this 27th day of August, 2007, before me personally appeared Kathryn Byrd Young, 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.



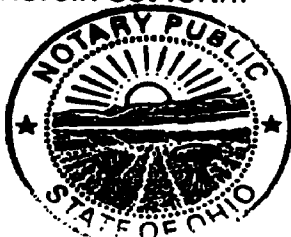
David V. Upite
Notary Public DAVID V. UPITE
OH Reg No. 0074827

8/28/07
Date

Ranjit Kumar Choudhary

State of Ohio }
County of Hamilton } SS

On this 28th day of August, 2007, before me personally appeared Ranjit Kumar Choudhary, 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.

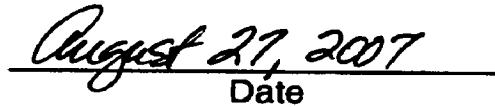


DIANE FRANCES ROBINSON
Notary Public, State of Ohio
My Commission Expires
February 20, 2012

Diane Frances Robinson
Notary Public

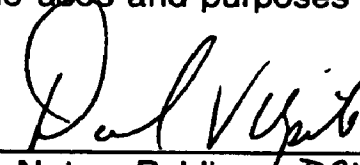


Dina R. Howell


Date

State of Ohio }
 } SS
County of Hamilton }

On this 27th day of August, 2007, before me personally appeared Dina R. Howell, 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.


Notary Public / DAVID V. UPITIS
OH Reg. No. 0072827