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record the attached documents or the new

1. Name of conveying party(ies) and address(es):  
William Patrick Gibson September 18, 2007

Name and address 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) of conveying party(ies) attached:

Yes  No

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: \_\_\_\_\_

11/901981

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 20, 2007

P&G Case: 10584M

B. Patent No(s).

P&G Case:

Confirmation No.: 0000064 11901981

Additional numbers attached?  Yes  No

10/01/2007 DBYRNE

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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

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Fax Number: 513-634-3612

Email Address:

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: Peter T. Nguyen

Peter T. Nguyen  
Name of Person Signing

Signature

September 20, 2007  
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 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

Assignment Recordation cover sheet.doc (Revised for P&G use 11/29/2005)

10/01/2007 DBYRNE 0000064 11901981

PATENT  
REEL: 019921 FRAME: 0019

**G L O B A L   G E N E R A L   A S S I G N M E N T**

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 **METHOD OF MARKETING FOR ABSORBENT PAPER PRODUCTS THROUGH BRANDED PRINT PACKAGING**, Attorney's Docket No. **10584M** and filed in the **United States** Patent Office as Number \_\_\_\_\_ on **September 20, 2007** (the hereinafter named assignee being authorized to insert said Number and filing date when ascertained):

**William Patrick Gipson of 6776 Southampton Ln., West Chester, OH 45069;**

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-Claireol, 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).

William P. Gipson  
William Patrick Gipson

18 September 2007  
Date

State of Ohio }  
                  } SS  
County of Hamilton }

On this 18<sup>th</sup> day of September, 2007 before me personally appeared William Patrick Gipson, 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.



CONSTANCE J. BAKER  
Notary Public, State of Ohio  
My Commission Expires 02-15-11

Constance J. Baker  
Notary Public/Witness

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