

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Kenneth J. Hegemann</td><td>01/08/2008</td></tr><tr><td>Jay Hegemann</td><td>01/07/2008</td></tr></tbody></table>		Name	Execution Date	Kenneth J. Hegemann	01/08/2008	Jay Hegemann	01/07/2008
Name	Execution Date						
Kenneth J. Hegemann	01/08/2008						
Jay Hegemann	01/07/2008						
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PROPERTY NUMBERS Total: 1							
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>29280205</td></tr></tbody></table>		Property Type	Number	Application Number:	29280205		
Property Type	Number						
Application Number:	29280205						
CORRESPONDENCE DATA							
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NAME OF SUBMITTER:	Peter B. Scull						
Total Attachments: 2							
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**PATENT APPLICATION ASSIGNMENT**

US Application Serial Number: 29/280,205

US Application Filing Date: 5/21/2007

Inventorship: Kenneth J. Hegemann and Jay Hegemann Title: Oral Brush Head Design

The PARTIES TO THIS ASSIGNMENT include: Assignors, Kenneth J. Hegemann and Jay Hegemann; and Assignee, CRA Labs, Inc., 701 S. Andreasen Dr., Suite C, Escondido, CA 92029.

WHEREAS, Assignors, Kenneth J. Hegemann and Jay Hegemann, are the owners, by virtue of the laws of the state of California, of a certain new and useful invention and/or improvements claimed and described in the Application for Letters Patent of the United States entitled "Oral Brush Head Design" as referenced above;

AND WHEREAS, Assignee, CRA Labs, Inc., organized and existing under and by virtue of the laws of the state of California, and having an office and place of business indicated above, is desirous of acquiring the entire right, title and interest in and to said invention and/or improvements and in and to the Application for Letters Patent, and in and to any further letters patent to be obtained therefrom;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors have sold, assigned, and transferred, and by these presents do sell, assign, and transfer unto said Assignee, its successors or assigns, the entire right, title, and interest in and to said invention and/or improvements, said application, said Letters Patent and any and all other letters patent which may be granted for said invention and/or improvements in all countries of the world, and in any and all divisions, reissues and continuations thereof, including the right to file applications in all countries of the world directly in the name of Assignee and to claim priority rights deriving from said application and/or said Letters Patent to which any international applications are entitled by virtue of international convention, treaty or otherwise, said invention and/or improvements, applications and all letters patent on said invention and/or improvements to be held and enjoyed by Assignee and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by Assignors had this assignment, transfer and sale not been made. Assignors hereby authorize and request the various Commissioners of Patents to issue all letters patent on said invention to Assignee;

AND, for the consideration aforesaid, Assignors do hereby agree that they and their executors and legal representatives will make, execute, and deliver any and all other instruments and documents in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to Assignors relating to said invention and/or improvements and the history thereof and will testify or provide testimony in all legal proceedings and generally do all things which may be necessary or desirable to more effectually secure and vest in said Assignee, its successors or assignees the entire right, title and interest in and to the improvements, invention, applications, letters patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be;

AND, furthermore, Assignors covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the Assignors and that full right to convey the same as herein expressed is possessed by the Assignors.

Jad 8-08  
Date

01-07-08  
Date

Kenneth J. Hegemann  
Name: Kenneth J. Hegemann  
Assignor

Jay Hegemann  
Name: Jay Hegemann  
Assignor

## Privacy Act Statement

The **Privacy Act of 1974 (P.L. 93-579)** requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

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