

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Peter Kay</td> <td>03/19/2008</td> </tr> <tr> <td>Dai Sanders</td> <td>03/19/2008</td> </tr> <tr> <td>Dan Tyce</td> <td>03/19/2008</td> </tr> <tr> <td>Miles Rudling</td> <td>04/20/2008</td> </tr> </tbody> </table>		Name	Execution Date	Peter Kay	03/19/2008	Dai Sanders	03/19/2008	Dan Tyce	03/19/2008	Miles Rudling	04/20/2008
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Peter Kay	03/19/2008										
Dai Sanders	03/19/2008										
Dan Tyce	03/19/2008										
Miles Rudling	04/20/2008										
RECEIVING PARTY DATA											
Name:	Reckitt Benckiser (UK) Limited										
Street Address:	103-105 Bath Road										
City:	Slough, Berkshire										
State/Country:	UNITED KINGDOM										
Postal Code:	SL13UH										
PROPERTY NUMBERS Total: 1											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29305185</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29305185						
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CORRESPONDENCE DATA											
Fax Number:	(212)808-0844										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	212-808-0700										
Email:	eexarhoulias@nmmlaw.com										
Correspondent Name:	Mark D. Marin										
Address Line 1:	Norris, McLaughlin & Marcus, P.A.										
Address Line 2:	875 Third Avenue, 18th Floor										
Address Line 4:	New York, NEW YORK 10022										
ATTORNEY DOCKET NUMBER:	102792-851										
NAME OF SUBMITTER:	Mark D. Marin										
Total Attachments: 4											

CH \$40.00 29305185

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ASSIGNMENT

In consideration of One Dollar (\$1.00) in hand paid and other good and valuable considerations, the receipt of which is hereby acknowledged, the undersigned [hereinafter (collectively) named "Assignor"] hereby assigns and transfers to

Reckitt Benckiser (UK) Limited
103 – 105 Bath Road
Slough
Berkshire
SL1 3UH
UNITED KINGDOM

, a **British** corporation (hereinafter named "Assignee"), its successors, legal representatives and assigns, the entire right, title and interest in and to Assignor's application for Letters Patent of the United States, Application Serial No. 29/305185, filed on 14 March 2008 **OR** executed concurrently herewith unless otherwise indicated herein, entitled

AIR FRESHENER DEVICE

and to Assignor's entire right, title and interest in any and all inventions, whether joint or sole, disclosed in said application for Letters Patent, and in any and all divisional or continuation or renewal applications that may be filed for United States Letters Patent for any and all of said inventions, and in and to any and all patents that may be granted on the foregoing applications and any reissue or extension thereof.

The Assignor hereby authorizes and requests the Commissioner of Patents to issue any and all of said Letters Patent to said Assignee.


For said consideration, the Assignor hereby agrees upon the request of said Assignee, its successors, legal representatives or assigns, to execute any and all United States divisional, continuation and renewal applications for said invention, and any and all necessary oaths, supplemental oaths or declarations or supplemental declarations or affidavits relating thereto, and any application for the reissue or extension of any United States Letters Patent that may be granted upon said application that said Assignee, its successors, legal representatives or assigns may deem necessary or expedient.

For the said consideration the Assignor further agrees upon the request of said Assignee, its successors, legal representatives or assigns, in the event of said application or any division thereof, or Letters Patent issued thereon or any reissue or application for the reissue thereof, becoming involved in interference, to cooperate to the best of the ability of the Assignor with said Assignee, its successors, legal representatives or assigns in the matters of preparing and executing the Preliminary Statement and giving and producing evidence in support thereof, the Assignor hereby agreeing to perform upon such request, any and all affirmative acts necessary to obtain said Letters Patent and vest all rights therein hereby

conveyed in said Assignee, its successors, legal representatives or assigns as fully and entirely as the same would have been held and enjoyed by the assignor if this assignment and sale had not been made.

Assignor hereby binds himself, his heirs, legal representatives, administrators, and assigns properly to execute without further consideration, any and all applications, petitions, oaths, assignments or other papers and instruments which may be necessary in order to carry into full force and effect the sale, assignment and transfer hereby made, or intended or agreed to be made.


And for said considerations, the Assignor hereby assigns to said Assignee, its successors, legal representatives and assigns, the entire right, title and interest in said invention or improvement for any and all foreign countries and agrees upon the request of said Assignee, its successors, legal representatives or assigns to execute any and all documents that shall be required of the Assignor to be executed in connection with any and all applications for foreign Letters Patent therefor, including the prosecution thereof, and to execute any and all documents necessary to invest title in said foreign applications and patents in said Assignee, its successors, legal representatives or assigns.

Signature:  _____
Peter KAY

Date: 19/3/08

Signature: _____
Miles RUDLING

Date: _____

Signature:  _____
Dai SANDERS

Date: 19/03/08

Signature:  _____
Dan TYCE

Date: 19/3/08

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The Assignor hereby authorizes and requests the Commissioner of Patents to issue any and all of said Letters Patent to said Assignee.

For said consideration, the Assignor hereby agrees upon the request of said Assignee, its successors, legal representatives or assigns, to execute any and all United States divisional, continuation and renewal applications for said invention, and any and all necessary oaths, supplemental oaths or declarations or supplemental declarations or affidavits relating thereto, and any application for the reissue or extension of any United States Letters Patent that may be granted upon said application that said Assignee, its successors, legal representatives or assigns may deem necessary or expedient.

For the said consideration the Assignor further agrees upon the request of said Assignee, its successors, legal representatives or assigns, in the event of said application or any division thereof, or Letters Patent issued thereon or any reissue or application for the reissue thereof, becoming involved in interference, to cooperate to the best of the ability of the Assignor with said Assignee, its successors, legal representatives or assigns in the matters of preparing and executing the Preliminary Statement and giving and producing evidence in support thereof, the Assignor hereby agreeing to perform upon such request, any and all affirmative acts necessary to obtain said Letters Patent and vest all rights therein hereby

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Signature: _____
Peter KAY

Date: _____

Signature: *M. Rudling*
Miles RUDLING

Date: 20/4/08

Signature: _____
Dai SANDERS

Date: _____

Signature: _____
Dan TYCE

Date: _____