

PATENT ASSIGNMENT

Electronic Version v1.1

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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>Bruce M. Russell</td><td>04/29/2008</td></tr><tr><td>Douglas J. Hohlbein</td><td>04/29/2008</td></tr><tr><td>Maria Valentina Sposito</td><td>04/29/2008</td></tr><tr><td>Frank Hom</td><td>05/05/2008</td></tr></tbody></table>	Name	Execution Date	Bruce M. Russell	04/29/2008	Douglas J. Hohlbein	04/29/2008	Maria Valentina Sposito	04/29/2008	Frank Hom	05/05/2008	
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Bruce M. Russell	04/29/2008										
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Maria Valentina Sposito	04/29/2008										
Frank Hom	05/05/2008										
RECEIVING PARTY DATA											
Name:	COLGATE-PALMOLIVE										
Street Address:	300 PARK AVENUE										
City:	NEW YORK										
State/Country:	NEW YORK										
Postal Code:	10022										
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>29303751</td></tr></tbody></table>	Property Type	Number	Application Number:	29303751							
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Application Number:	29303751										
CORRESPONDENCE DATA											
Fax Number:	(732)878-7660										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	7328787290										
Email:	Christine_Briscoe@colpal.com										
Correspondent Name:	COLGATE-PALMOLIVE										
Address Line 1:	909 RIVER ROAD										
Address Line 2:	PATENT DEPT										
Address Line 4:	PISCATAWAY, NEW JERSEY 08855										
ATTORNEY DOCKET NUMBER:	8498-03-PCP										
NAME OF SUBMITTER:	Christine Briscoe										
Total Attachments: 4											

CH 29303751 \$40.00

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PATENT
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ASSIGNMENT

WHEREAS, WE Bruce M. Russell, Douglas J. Hohlbein, Maria Valentina Sposito, and Frank Hom (below referred to as ASSIGNORS), residing, respectively, as set forth hereinafter, have made an invention for which application for Letters Patent of the United States was filed in the United States Patent and Trademark Office as United States Patent Application Serial No. 29/303,751, filed February 15, 2008, naming the ASSIGNOR(S) as inventor(s), and entitled **SET OF BRISTLES FOR A TOOTHBRUSH**; and

WHEREAS, Colgate-Palmolive Company, a corporation duly organized and existing under the laws of the State of Delaware, United States of America and having its principal office and place of business at 300 Park Avenue, New York, New York 10022, and offices and place of business at 909 River Road, Piscataway, New Jersey 08855 (below referred to as "ASSIGNEE"), is desirous of obtaining the entire right, title and interest in and to the aforesaid invention and patent application and corresponding patent rights worldwide;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR(S), by these presents do sell, assign and transfer to ASSIGNEE, the full and exclusive right, title and interest in and to the aforesaid invention, the aforesaid United States Patent Application and all corresponding foreign patent applications, all divisional, continuation, continuation-in-part, reissue, reexamination, and any additional United States Patent applications which claim priority to the aforesaid United States application, and all Letters Patent or comparable rights issuing thereon in the United States and in all foreign countries, together with the right(s) of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and the ASSIGNOR(S) hereby authorize and request the United States Commissioner of Patents and Trademarks and all foreign Patent Offices to issue all Letters Patent or comparable rights issuing on any application as aforesaid to ASSIGNEE, or to its successors, assigns or legal representatives;

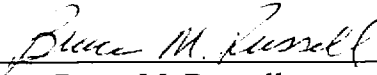
ASSIGNOR(S) hereby covenant that ASSIGNOR(S) have full right to convey the entire interest herein assigned, and that ASSIGNOR(S) have not executed, and will not execute, any agreement in conflict herewith;

ASSIGNOR(S) agree to communicate to ASSIGNEE or to its successors, assigns or legal representatives any and all facts known to them or any of them respecting said invention, and without further remuneration to testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and reexamination applications, make all rightful oaths and generally do all lawful acts to aid ASSIGNEE or its successors, assigns or legal representatives to obtain and enforce proper patent protection for said invention in all countries and to enhance or perfect ASSIGNEE's title in and to the invention and patent rights therein.

ASSIGNOR(S) hereby authorize attorneys for ASSIGNEE to enter on this document any applicable serial numbers and filing dates after ASSIGNOR(S)' execution of this document.

This Assignment is effective as of: February 15, 2008
(date of filing)

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 29 day of April 2008.

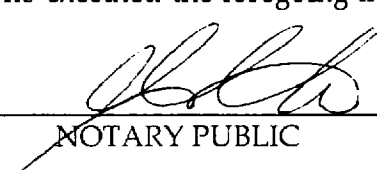

Bruce M. Russell

Address: 30 Flintlock Drive
Howell, NJ 07731

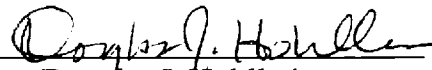
State of New Jersey
County of Hunterdon

On this 29 day of April 2008, before me, a Notary Public in and for the State and County aforesaid, personally appeared the above signatory, known to me to be the person of that name, who executed the foregoing instrument in my presence.

DANIELLE L. HRIBIK
NOTARY PUBLIC OF NEW JERSEY
I.D. No. 2353780
MY COMMISSION EXPIRES
DECEMBER 21, 2011


NOTARY PUBLIC

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 29 day of APRIL 2008.

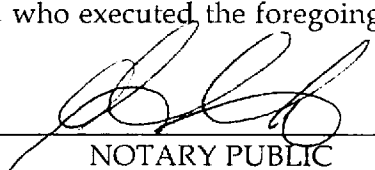

Douglas J. Hohlbein

Address: 45 Diverty Road
Pennington, NJ 08543

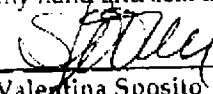
State of New Jersey
County of Hunterdon

On this 29 day of April 2008, before me, a Notary Public in and for the State and County aforesaid, personally appeared the above signatory, known to me to be the person of that name, who executed the foregoing instrument in my presence.

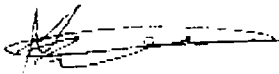
DANIELLE L. HRIBIK
NOTARY PUBLIC OF NEW JERSEY
I.D. No. 2353780
MY COMMISSION EXPIRES
DECEMBER 21, 2011


NOTARY PUBLIC


IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 29 day of
04 2008.


Maria Valentina Sposito

Address: 17 Avenue Tronchet
1226 Thonex CH


Witness

29/04/08
Date


Witness

29/04/08
Date

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 5th day of May 2008.


Frank Hom

Address: 3 Rillo Drive
Wayne, NJ 07470

State of NEW YORK
County of NEW YORK

On this 5th day of May 2008, before me, a Notary Public in and for the State and County aforesaid, personally appeared the above signatory, known to me to be the person of that name, who executed the foregoing instrument in my presence.


NOTARY PUBLIC

KATHERINE A. TARPEY
Notary Public, State of New York
No. 01TA5040716
Qualified in Nassau County/Certificate filed in New York County
Commission Expires March 20, 2011