

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>Thomas Boyd</td><td>06/20/2008</td></tr><tr><td>Douglas Hohlbein</td><td>06/19/2007</td></tr><tr><td>Joe Vazquez</td><td>06/11/2008</td></tr><tr><td>Ian Nicholson</td><td>06/17/2008</td></tr></tbody></table>	Name	Execution Date	Thomas Boyd	06/20/2008	Douglas Hohlbein	06/19/2007	Joe Vazquez	06/11/2008	Ian Nicholson	06/17/2008	
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RECEIVING PARTY DATA											
Name:	COLGATE-PALMOLIVE COMPANY										
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>12142963</td></tr></tbody></table>	Property Type	Number	Application Number:	12142963							
Property Type	Number										
Application Number:	12142963										
CORRESPONDENCE DATA											
Fax Number:	(732)878-7660										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	732-878-7157										
Email:	Christine_Briscoe@colpal.com										
Correspondent Name:	COLGATE-PALMOLIVE COMPANY										
Address Line 1:	909 RIVER ROAD										
Address Line 4:	PISCATAWAY, NEW JERSEY 08855										
ATTORNEY DOCKET NUMBER:	8381-00-TB										
NAME OF SUBMITTER:	Christine Briscoe										
Total Attachments: 4 source=8481-00-TB-ASSIGNMENT#page1.tif											

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PATENT

REEL: 021125 FRAME: 0867

ASSIGNMENT

WHEREAS, WE, Thomas Boyd, Douglas Hohlbein, Joe Vaquez, and Ian Nicholson (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 U.S. Serial No. 12/142,963 on June 20, 2008 entitled **ORAL CARE IMPLEMENT HAVING TISSUE CLEANING ELEMENTS WITH DIRECTIONAL CLEANING** ; 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;

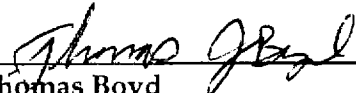
ASSIGNOR(S) hereby covenant that ASSIGNOR(S) have full right to convey the entire interest herein assigned, and that ASSIGNOR(S) have not executed, and will not execute, any agreement in conflict herewith;

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: June 20, 2008
(date of filing)

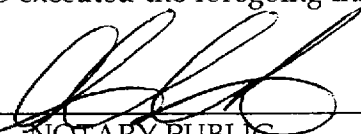
IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 20 day of June 2008.


 Thomas Boyd
 Address: 226 High Street
 Metuchen, NJ 08840

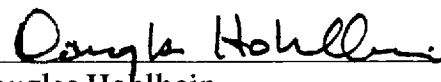
State of New Jersey
 County of Hunterdon

On this 20th day of June 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 19 day of JUNE 2008.


 Douglas Hohlbein
 Address: 45 Diverty Road
 Pennington, NJ 08534

State of New Jersey
 County of Hunterdon

On this 19th day of June 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 11 day of June 2008.

Joe Vazquez
Joe Vazquez

Address: 8 Brandywine Way
Hamilton Township, NJ 08690

State of New Jersey
County of Hunterdon

On this 11th day of June 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

[Signature]
NOTARY PUBLIC

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 17th day of June 2008.


Ian Nicholson

Address: 155 E. 38th Street Apt. 11K
New York, New York 10016

State of
County of

On this 17th day of JUNE 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

JOHN C. RYAN
Notary Public, State of New York
No. 31-4949053
Qualified in New York County
Commission Expires April 3, 2011