

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT												
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT												
<b>CONVEYING PARTY DATA</b>													
<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>Gregory Jay McFann</td> <td>09/18/2008</td> </tr> <tr> <td>Manoj Misra</td> <td>09/18/2008</td> </tr> <tr> <td>Peter Daniel Kaplan</td> <td>09/24/2008</td> </tr> <tr> <td>George Giugno</td> <td>09/18/2008</td> </tr> <tr> <td>Robert Paul Velthuisen</td> <td>09/18/2008</td> </tr> </tbody> </table>		Name	Execution Date	Gregory Jay McFann	09/18/2008	Manoj Misra	09/18/2008	Peter Daniel Kaplan	09/24/2008	George Giugno	09/18/2008	Robert Paul Velthuisen	09/18/2008
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<b>RECEIVING PARTY DATA</b>													
<b>Name:</b>	Conopco, Inc., d/b/a UNILEVER												
<b>Street Address:</b>	800 Sylvan Avenue												
<b>Internal Address:</b>	AG West, S. Wing												
<b>City:</b>	Englewood Cliffs												
<b>State/Country:</b>	NEW JERSEY												
<b>Postal Code:</b>	07632												
<b>PROPERTY NUMBERS Total: 1</b>													
<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><b>Application Number:</b></td> <td>12283840</td> </tr> </tbody> </table>		Property Type	Number	<b>Application Number:</b>	12283840								
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<b>Application Number:</b>	12283840												
<b>CORRESPONDENCE DATA</b>													
<b>Fax Number:</b>	(201)894-2400												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
<b>Phone:</b>	201-894-2404												
<b>Email:</b>	mireya.villegas@unilever.com												
<b>Correspondent Name:</b>	Mireya Villegas												
<b>Address Line 1:</b>	800 Sylvan Avenue												
<b>Address Line 2:</b>	AG West, S. Wing												
<b>Address Line 4:</b>	Englewood Cliffs, NEW JERSEY 07632												
<b>ATTORNEY DOCKET NUMBER:</b>	MCFANN - 12/283840-J9061C												

CH \$40.00 12283840

NAME OF SUBMITTER:

Mireya Villegas

Total Attachments: 8

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**ASSIGNMENT**

WHEREAS, Gregory Jay MCFANN a citizen of the United States of America, residing at 32-3 Bergen Ridge Road, North Bergen, New Jersey 07047; Manoj MISRA, a citizen of the United States of America, residing at 96 February Drive, Southington, Connecticut 06489; Peter Daniel KAPLAN, a citizen of the United States of America, residing at 188 Watchung Avenue, Montclair, New Jersey 07043; George GIUGNO, a citizen of the United States of America, residing at 333 David Humphreys Road, Derby, Connecticut 06418; and, Robert Paul VELTHUIZEN, a citizen of the Netherlands, residing at 4 Eleven O'Clock Lane, Trumbull, Connecticut 06611, respectively, invented certain improvements in

**SHAPED TOILET BARS**

(bearing Attorney's Docket Number J9061(C) which is found in:

- (a)  U.S. patent application executed on \_\_\_\_\_
- (b)  To comply with 37 CFR 3.21 for recordal of this assignment, I/WE an ASSIGNOR(S) signing below, hereby authorize and request my/our attorney, as named in the Declaration and Power of Attorney to insert below the filing date and application number when it becomes known.

U.S. application Serial No. 12/283,840 filed on 16 Sept. 2008.

- (c)  International Application No. PCT \_\_\_\_\_ / \_\_\_\_\_.

AND WHEREAS, **CONOPCO, INC., d/b/a UNILEVER**, a corporation of New York, having a place of business at 800 Sylvan Avenue, AG West, S. Wing, Englewood Cliffs, New Jersey 07632 desires to acquire the entire right, title and interest in the said application and invention, and improvements and to any United States and foreign patents to be obtained therefor;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration in hand paid, the receipt and sufficiency of which is hereby acknowledged, I/We, the undersigned, hereby sell, assign and transfer to the aforesaid, **CONOPCO, INC., d/b/a UNILEVER**, its successors and assigns, the entire right, title and interest in and to the said application and invention therein disclosed for the United States and all foreign countries, and all rights of priority under the International Convention

resulting from the filing of said application, and in and to any and all divisional, continuation, continuation-in-part, reissue, or other applications describing said invention or improvements thereon, and in and to any and all Letters Patent of the United States which may issue from said applications or any of them, and in and to any and all applications for patents describing said invention to countries foreign to the United States and in and to any and all patents which may be granted for said invention in said foreign countries, the same to be held by and for the sole and exclusive use and benefit of the said, **CONOPCO, INC., d/b/a UNILEVER**, its successors and assigns.

AND I/We do hereby authorize and request the Commissioner of Patents to issue the said Letters Patent of the United States to said, **CONOPCO, INC., d/b/a UNILEVER**, as the assignee of the entire right, title and interest in and to the same.

AND I/We do hereby agree to assist said, **CONOPCO, INC., d/b/a UNILEVER**, in the prosecution of any and all said applications and in the prosecution of any and all interferences or other proceedings which may arise involving said invention, and to execute and deliver any powers of attorney, affidavits, assignments, applications, reissues, documents, or other written instruments which, in the opinion of counsel for said, **CONOPCO, INC., d/b/a UNILEVER**, its successors and assigns, may be necessary in this or any foreign country fully to secure to said, **CONOPCO, INC., d/b/a UNILEVER**, its successors and assigns, any and all said applications, inventions, improvements, Letters Patent, rights, titles and interests hereby sold, assigned, transferred and conveyed.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this 18 day of September, 2008.

STATE OF Connecticut )  
COUNTY OF Hartford )

Gregory Jay MCFann (Seal)  
GREGORY JAY MCFANN

On this 18 day of September, 2008 before me came GREGORY JAY MCFANN to me known to be the individual described in and who executed the foregoing instrument, and acknowledged that he/she executed the same.

Susan E. Neri  
Notary Public

**SUSAN E. NERI**  
**NOTARY PUBLIC**  
**STATE OF CONNECTICUT**  
**My Commission Expires Jan. 31, 2011**

Unilever Assignment.doc

IN WITNESS WHEREOF, I have hereunto set my hand and seal this 18 day  
of September, 2008.

STATE OF Connecticut)  
COUNTY OF Hartford)

[Signature] (Seal)  
MANOJ MISRA

On this 18 day of September, 2008 before me came MANOJ MISRA to me  
known to be the individual described in and who executed the foregoing instrument, and  
acknowledged that he/she executed the same.

[Signature]  
Notary Public  
**SUSAN E. NERI**  
**NOTARY PUBLIC**  
**STATE OF CONNECTICUT**  
**My Commission Expires Jan. 31, 2011**

IN WITNESS WHEREOF, I have hereunto set my hand and seal this \_\_\_ day  
of \_\_\_\_\_, 2008.

STATE OF \_\_\_\_\_ )  
COUNTY OF \_\_\_\_\_ )

\_\_\_\_\_  
(Seal)  
PETER DANIEL KAPLAN

On this \_\_\_ day of \_\_\_\_\_, 2008 before me came PETER DANIEL  
KAPLAN to me known to be the individual described in and who executed the foregoing  
instrument, and acknowledged that he/she executed the same.

\_\_\_\_\_  
Notary Public

IN WITNESS WHEREOF, I have hereunto set my hand and seal this 5 day  
of September, 2008.

STATE OF Connecticut  
COUNTY OF Hartford )

George Giugno (Seal)  
GEORGE GIUGNO

On this 5 day of September, 2008 before me came GEORGE GIUGNO to  
me known to be the individual described in and who executed the foregoing instrument,  
and acknowledged that he/she executed the same.

Susan E. Neri  
Notary Public  
**SUSAN E. NERI**  
**NOTARY PUBLIC**  
**STATE OF CONNECTICUT**  
My Commission Expires Jan. 31, 2011

IN WITNESS WHEREOF, I have hereunto set my hand and seal this 5 day  
of September, 2008.

STATE OF Connecticut  
COUNTY OF Hartford )

Robert Paul Velthuisen (Seal)  
ROBERT PAUL VELTHUIZEN

On this \_\_\_ day of \_\_\_\_\_, 2008 before me came ROBERT PAUL  
VELTHUIZEN to me known to be the individual described in and who executed the  
foregoing instrument, and acknowledged that he/she executed the same.

Susan E. Neri  
Notary Public  
**SUSAN E. NERI**  
**NOTARY PUBLIC**  
**STATE OF CONNECTICUT**  
My Commission Expires Jan. 31, 2011

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resulting from the filing of said application, and in and to any and all divisional, continuation, continuation-in-part, reissue, or other applications describing said invention or improvements thereon, and in and to any and all Letters Patent of the United States which may issue from said applications or any of them, and in and to any and all applications for patents describing said invention to countries foreign to the United States and in and to any and all patents which may be granted for said invention in said foreign countries, the same to be held by and for the sole and exclusive use and benefit of the said, **CONOPCO, INC., d/b/a UNILEVER**, its successors and assigns.

AND I/We do hereby authorize and request the Commissioner of Patents to issue the said Letters Patent of the United States to said, **CONOPCO, INC., d/b/a UNILEVER**, as the assignee of the entire right, title and interest in and to the same.

AND I/We do hereby agree to assist said, **CONOPCO, INC., d/b/a UNILEVER**, in the prosecution of any and all said applications and in the prosecution of any and all interferences or other proceedings which may arise involving said invention, and to execute and deliver any powers of attorney, affidavits, assignments, applications, reissues, documents, or other written instruments which, in the opinion of counsel for said, **CONOPCO, INC., d/b/a UNILEVER**, its successors and assigns, may be necessary in this or any foreign country fully to secure to said, **CONOPCO, INC., d/b/a UNILEVER**, its successors and assigns, any and all said applications, inventions, improvements, Letters Patent, rights, titles and interests hereby sold, assigned, transferred and conveyed.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this \_\_\_ day of \_\_\_\_\_, 2008.

STATE OF \_\_\_\_\_ ) \_\_\_\_\_(Seal)  
COUNTY OF \_\_\_\_\_ ) GREGORY JAY MCFANN

On this \_\_\_ day of \_\_\_\_\_, 2008 before me came GREGORY JAY MCFANN to me known to be the individual described in and who executed the foregoing instrument, and acknowledged that he/she executed the same.

\_\_\_\_\_  
Notary Public



IN WITNESS WHEREOF, I have hereunto set my hand and seal this \_\_\_ day  
of \_\_\_\_\_, 2008.

STATE OF \_\_\_\_\_ ) \_\_\_\_\_(Seal)  
COUNTY OF \_\_\_\_\_ ) MANOJ MISRA

On this \_\_\_ day of \_\_\_\_\_, 2008 before me came MANOJ MISRA to me  
known to be the individual described in and who executed the foregoing instrument, and  
acknowledged that he/she executed the same.

\_\_\_\_\_  
Notary Public

IN WITNESS WHEREOF, I have hereunto set my hand and seal this \_\_\_ day  
of \_\_\_\_\_, 2008.

STATE OF \_\_\_\_\_ ) \_\_\_\_\_(Seal)  
COUNTY OF \_\_\_\_\_ ) PETER DANIEL KAPLAN

On this 24 day of September, 2008 before me came PETER DANIEL  
KAPLAN to me known to be the individual described in and who executed the foregoing  
instrument, and acknowledged that he/she executed the same.

D Walker  
Notary Public

DINA S. WALKER  
Notary Public  
State of New Jersey  
My Commission Expires December 10, 2009

IN WITNESS WHEREOF, I have hereunto set my hand and seal this \_\_\_ day  
of \_\_\_\_\_, 2008.

STATE OF ) \_\_\_\_\_(Seal)  
COUNTY OF ) GEORGE GIUGNO

On this \_\_\_ day of \_\_\_\_\_, 2008 before me came GEORGE GIUGNO to  
me known to be the individual described in and who executed the foregoing instrument,  
and acknowledged that he/she executed the same.

\_\_\_\_\_  
Notary Public

IN WITNESS WHEREOF, I have hereunto set my hand and seal this \_\_\_ day  
of \_\_\_\_\_, 2008.

STATE OF ) \_\_\_\_\_(Seal)  
COUNTY OF ) ROBERT PAUL VELTHUIZEN

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VELTHUIZEN to me known to be the individual described in and who executed the  
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\_\_\_\_\_  
Notary Public