

**PATENT ASSIGNMENT**

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|-----------------------|----------------|
| SUBMISSION TYPE:      | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT     |

**CONVEYING PARTY DATA**

| Name                | Execution Date |
|---------------------|----------------|
| Xi Wen Jin          | 03/06/2009     |
| Douglas J. Hohlbein | 01/23/2009     |
| Al A. Sprosta       | 01/23/2009     |

**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**

| Property Type       | Number   |
|---------------------|----------|
| Application Number: | 29331307 |

**CORRESPONDENCE DATA**

Fax Number: (732)878-7660  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 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: | 8777-00-TB        |
| NAME OF SUBMITTER:      | Christine Briscoe |

Total Attachments: 4  
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**PATENT  
 REEL: 022501 FRAME: 0789**

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ASSIGNMENT

WHEREAS, WE, Xi Wen Jin, Douglas J. Hohlbein, Al A. Sprosta (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 on January 23, 2009 U.S. Serial No. 29/331,307 entitled 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: January 23, 2009  
(date of filing)

Attorney Docket No. 8777-00-TB

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 6 day of MARCH 2009.

Xi Wenjin 奚文进  
Xi Wen Jin  
Room 203, No. 8, DongsanLiQiao 170  
Pudong New Area  
Shanghai 200125 CHINA

Zhang Bo 张波  
Witness

2009.3.6.  
Date

Zhang Abel 张阿华  
Witness

2009.3.6  
Date

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 23 day of JANUARY 2009.

Douglas J. Hohlbein  
Douglas J. Hohlbein  
45 Diverty Road  
Pennington, NJ 08534

State of  
County of

On this 23 day of January 2009, 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.

Emily Lane  
NOTARY PUBLIC

EMILY LANE  
NOTARY PUBLIC  
STATE OF NEW JERSEY  
BY COMMISSION EXPIRES APR. 08, 2010

EMILY LANE  
NOTARY PUBLIC  
STATE OF NEW JERSEY  
BY COMMISSION EXPIRES APR. 08, 2010

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this <sup>23</sup>~~24~~ day of January 2009.

Al A. Sprosta  
Al A. Sprosta  
200 Burnett Avenue, Unit #5  
Maplewood, NJ 07040

State of  
County of

On this 23 day of January 2009, 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.

Emily Lang  
NOTARY PUBLIC

EMILY LANG  
NOTARY PUBLIC  
STATE OF NEW JERSEY  
MY COMMISSION EXPIRES NOV. 30, 2013

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