

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Robert Moskovich	12/07/2009
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	
Property Type	Number
Application Number:	29351994
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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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:	8369-03-TB
NAME OF SUBMITTER:	Christine Briscoe
Total Attachments: 2 source=EXECUTED ASSIGNMENT ROBERT MOSKOVICH#page1.tif source=EXECUTED ASSIGNMENT ROBERT MOSKOVICH#page2.tif	

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PATENT
REEL: 023675 FRAME: 0315

ASSIGNMENT

WHEREAS, I, Robert MOSKOVICH, (below referred to as ASSIGNOR), residing as set forth hereinafter, have made an invention for which application for Letters Patent of the United States is being filed in the United States Patent and Trademark Office On December 15, 2009; U.S. Serial No. 29/351,994 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: December 15, 2009
(date of filing)

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 7 day of

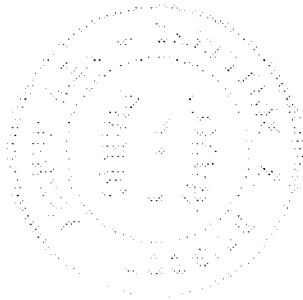
DECEMBER 2009

Robert Moskovich
20 Jensen Street
East Brunswick, NJ 08816

State of New Jersey
County of Middlesex

On this 7 day of December 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.

Christine E. Briscoe
NOTARY PUBLIC



CHRISTINE E. BRISCOE
NOTARY PUBLIC OF NEW JERSEY
NOTARY I.D. # 2382873
Commission Expires 2/24/2014
Commission Expires 2/24/2014