

# PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
<b>CONVEYING PARTY DATA</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Kelyn Anne Arora</td> <td>05/07/2010</td> </tr> <tr> <td>John Lee Hammons</td> <td>06/28/2010</td> </tr> <tr> <td>Timothy Ian Mullane</td> <td>05/07/2010</td> </tr> </tbody> </table>		Name	Execution Date	Kelyn Anne Arora	05/07/2010	John Lee Hammons	06/28/2010	Timothy Ian Mullane	05/07/2010				
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>The Procter &amp; Gamble Company</td> </tr> <tr> <td>Street Address:</td> <td>One Procter &amp; Gamble Plaza</td> </tr> <tr> <td>Internal Address:</td> <td>Attn: Chief Patent Counsel</td> </tr> <tr> <td>City:</td> <td>Cincinnati</td> </tr> <tr> <td>State/Country:</td> <td>OHIO</td> </tr> <tr> <td>Postal Code:</td> <td>45202</td> </tr> </table>		Name:	The Procter & Gamble Company	Street Address:	One Procter & Gamble Plaza	Internal Address:	Attn: Chief Patent Counsel	City:	Cincinnati	State/Country:	OHIO	Postal Code:	45202
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<b>CORRESPONDENCE DATA</b>													
Fax Number: (513)277-7217 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 5139838009 Email: brinkman.bj@pg.com Correspondent Name: The Procter & Gamble Company Address Line 1: 299 East Sixth Street, S4-210 Address Line 2: Central Docketing-Intellectual Property Address Line 4: Cincinnati, OHIO 45202													
ATTORNEY DOCKET NUMBER:	11645												
NAME OF SUBMITTER:	Jeffrey V. Bamber												
Total Attachments: 2													

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**PATENT**  
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GLOBAL GENERAL ASSIGNMENT


WHEREAS I/we, the undersigned inventor(s) herewith declare that I am the sole inventor/we are the joint inventors and I/we have made certain invention(s), as set forth in a patent application (including industrial designs and utility models), whether claimed or unclaimed, entitled Web Substrate Having Activated Color Regions in Deformed Regions, Attorney's Docket No. 11645 and filed in the United States Patent Office as Number 12/766,698 on April 23, 2010. (I/we grant the hereinafter named assignee and/or any person authorized thereby, the power to insert the Serial Number and filing date of said application in this document when ascertained.)


Kelyn Anne ARORA, 3763 Earls Court View, Cincinnati, Ohio, 45226, USA;  
John Lee HAMMONS, 7379 Dust Commander Court, Hamilton, Ohio, 45011, USA;  
Timothy Ian MULLANE, 10806 North Drive, Union, Kentucky, 41091, USA.

I/We made said invention(s) set forth in said patent application while employed by, or otherwise under an obligation to assign said invention(s) to The Procter & Gamble Company or one of its Affiliates (including, Procter & Gamble Asia Pacific Ltd.; Procter & Gamble Australia Pty. Ltd.; Procter & Gamble Technology (Beijing) Co., Ltd.; Procter & Gamble Japan K.K.; P&G Innovation Godo Kaisha; P&G Design Center Godo Kaisha; Procter & Gamble Hong Kong Limited; Procter & Gamble India, Ltd.; Procter & Gamble Indonesia; Procter & Gamble Korea Inc.; Procter & Gamble Malaysia Sdn. Bhd.; Procter & Gamble Philippines, Inc.; Procter & Gamble Taiwan Ltd; Procter & Gamble Manufacturing (Thailand) Limited; Procter & Gamble (Guangzhou) Ltd.; P&G Northeast Asia Pte. Ltd.; P&G Max Factor Godo Kaisha; P&G K.K.; Procter & Gamble Asia Pte. Ltd.; Procter & Gamble de Mexico; Procter & Gamble de Venezuela, and P&G-Clairol, Inc.) and acknowledge my/our obligation at the time the invention(s) was made to assign said invention(s) to The Procter & Gamble Company or the Affiliate, respectively. Pursuant to said obligation (and in the case of employment by or obligation to the Affiliate, at the request of the Affiliate), and/or for valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I/we assign to The Procter & Gamble Company, its legal representatives, successors and assigns, all right, title, and interest, in the United States and throughout the world, in, to and under said invention(s) and all patents, patent applications, patent rights, and inventor's certificates thereof, therefore, and therein, including without limitation said application, all divisions and continuations thereof, all patents which may be granted thereon, all reissues and extensions thereof, all patents which may be granted for said invention(s) by states or nations other than the United States, or by other authority, entity, or organization, and all applications therefore (including the right to claim priority of the filing date of said application in the United States and/or under international conventions), as fully and completely as the same would have been held by me/us had this assignment not been made. The entire right, title and interest shall vest irrevocably in The Procter & Gamble Company. I/We further agree upon request, without additional compensation but at no expense to me/us, to execute or assent to any and all applications for said invention(s), and to execute all other legal documents as may be necessary or desirable to vest the enjoyment of the rights assigned to The Procter & Gamble Company, its legal representatives, successors and assigns, or as said Company may direct.

I/We request and authorize the Commissioner of Patents and Trademarks and/or appropriately empowered officials of foreign countries to issue any and all Patent(s) and/or letters patent(s) which may be granted for said invention(s) herein assigned and as set forth in U. S. Application Serial Number 12/766,698 to The Procter & Gamble Company, its legal representatives, successors or assigns, as the sole owner of the entire right, title, and interest in said Patent(s).

Signed: Kelyn A. Arora  
Kelyn Anne Arora

  
Notary Public

  
Notary Public

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

JEFFREY V. BAMBER, Attorney at Law  
NOTARY PUBLIC - STATE OF CALIFORNIA  
My Commission has no expiration