

# PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Gavin John Broad	07/24/2009
<b>RECEIVING PARTY DATA</b>	
Name:	The Procter & Gamble Company
Street Address:	Attention: Chief Patent Counsel
Internal Address:	One Procter & Gamble Plaza
City:	CINCINNATI
State/Country:	OHIO
Postal Code:	45202
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	12842072
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ATTORNEY DOCKET NUMBER:	11404
NAME OF SUBMITTER:	Gary J. Foose
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**PATENT**  
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## G L O B A L   G E N E R A L   A S S I G N M E N T

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 a certain invention as set forth in a patent application (including industrial designs and utility models) entitled Pressure Label Applicator, Attorney's Docket No. 11404P and filed in the United States Patent Office as Number 61/227,957, on July 23, 2009 (the hereinafter named assignee being authorized to insert said Number and filing date when ascertained):

Gavin John Broad of 6984 Zenith Ct. – Liberty Township, OH 45011

I/We made said invention set forth in said patent application while employed by, or otherwise under an obligation to assign said invention 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.; Procter & Gamble Hong Kong Ltd.; 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) Ltd.; Procter & Gamble (Guangzhou) Ltd.; P&G Northeast Asia Pte Ltd; Max Factor K.K.; P&G K.K.; Procter & Gamble Asia Pte. Limited; Procter & Gamble de Mexico; Procter & Gamble de Venezuela, and P&G-Clairol, Inc.) and acknowledge my/our obligation at the time the invention was made to assign said invention 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, I/we assign to The Procter & Gamble Company, its legal representatives, successors and assigns, the entire right, title and interest (including the right to claim priority of the filing date of said patent application under international conventions) in said invention as set forth in said patent application, and in all patents of the United States and of any other country which may be issued for said invention, 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 applications, 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 the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention herein assigned and as set forth in U. S. Application Serial Number 61/227,957 (the hereinafter named assignee being authorized to insert said U.S. Serial Number when ascertained) 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 and the invention and the invention covered thereby.

The ASSIGNMENT of said invention is effective as of the earlier of 1) the date of execution shown below or 2) the filing date of the first-filed of said patent application(s).

  
Gavin John Broad

7/24/09  
Date

State of Ohio

County of Butler <sup>1</sup>SS  
~~Hamilton~~

On this 24<sup>th</sup> day of July, 2009, before me personally appeared Gavin John Broad, to me known to be the person named in and who executed the above instrument, and acknowledged to me that he executed the same for the uses and purposes therein set forth.

  
Notary Public/Witness

Suzann Malekoui  
State of Ohio  
Commission expires 1/2/2013  
Recorded in Clermont County