

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<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>Xi Wen Jin</td> <td>03/30/2010</td> </tr> <tr> <td>Zhang Kai</td> <td>03/30/2010</td> </tr> <tr> <td>Ji Yan Mei</td> <td>03/30/2010</td> </tr> </tbody> </table>		Name	Execution Date	Xi Wen Jin	03/30/2010	Zhang Kai	03/30/2010	Ji Yan Mei	03/30/2010		
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Colgate-Palmolive Company</td> </tr> <tr> <td>Street Address:</td> <td>300 Park Avenue</td> </tr> <tr> <td>City:</td> <td>New York</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>10022</td> </tr> </table>		Name:	Colgate-Palmolive Company	Street Address:	300 Park Avenue	City:	New York	State/Country:	NEW YORK	Postal Code:	10022
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CORRESPONDENCE DATA											
Fax Number: (732)878-7853 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 732-878-7556 Email: mechpatent@colpal.com Correspondent Name: Amy M. Fernandez Address Line 1: 909 River Road Address Line 4: Piscataway, NEW JERSEY 08855											
ATTORNEY DOCKET NUMBER:	8957-00-TB										
NAME OF SUBMITTER:	Amy M. Fernandez										
Total Attachments: 3 source=8957_00_TB_Assignment_Executed#page1.tif source=8957_00_TB_Assignment_Executed#page2.tif											

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PATENT
REEL: 024896 FRAME: 0664

ASSIGNMENT

WHEREAS, WE, Xi Wen Jin, Zhang Kai and Ji Yan Mei (below referred to as ASSIGNORS), residing, respectively, as set forth hereinafter, have made an invention for which application for Letters Patent was filed in the United States Patent and Trademark Office as Application Serial No. 29/358,684, filed March 31, 2010, naming the ASSIGNOR(S) as inventor(s), and entitled ORAL CARE IMPLEMENT; 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 Patent Application and all corresponding patent applications, all divisional, continuation, continuation-in-part, reissue, reexamination, and any additional patent applications which claim priority to the aforesaid Patent 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: March 31, 2010.
(date of filing)

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 30 day of
MARCH 2010

Xi Wen Jin
Xi Wen Jin

Address: Room 203, No.8, DongSanLiQiao
170, Pudong New Area
Shanghai, 200125 China

State of
County of

On this 30 day of MARCH 2010, 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.

Ding Xiangji
NOTARY PUBLIC

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 30 day of
MARCH 2010

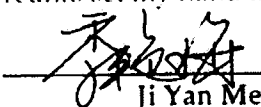
Zhang Kai
Zhang Kai

Address: 2 Sanxiao Road, HangJi Town,
HanJiang Area
Yangzhou 225111, China

State of
County of

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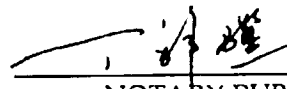
Ding Xiangji
NOTARY PUBLIC

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 30 day of March 2010
 Ji Yan Mei

Address: 2 Sanxiao Road, Hangji Town,
HanJiang Area
Yangzhou 225111, China

State of
County of

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