

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Paolo Pininfarina	10/13/2010
<b>RECEIVING PARTY DATA</b>	
Name:	Petronas Lubricants Italy S.p.A.
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State/Country:	ITALY
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	29366070
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Total Attachments: 1 source=00838042#page 1.tif	

CH \$40.00 29366070

**A S S I G N M E N T**

Serial No. 29/366,070  
Filed July 19, 2010  
Title "AIR FRESHENER"

In exchange for good and valuable consideration Mr. Paolo PININFARINA, an Italian subject the receipt and sufficiency whereof are hereby acknowledged, the undersigned hereby assign(s) to:

**PETRONAS LUBRICANTS ITALY S.p.A.  
VILLASTELLONE (Italy) Via Santena, 1**

its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States, executed by the undersigned on October 13, 2010, and in said application and any and all other applications in the United States, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States which may be obtained on any of said applications, and in any reissue or extension thereof.

The undersigned hereby authorize(s) and request(s) the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee:

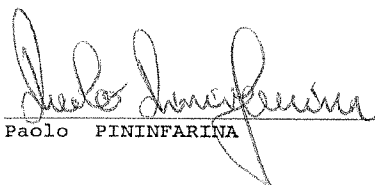
**PETRONAS LUBRICANTS ITALY S.p.A.**

The undersigned hereby authorize(s) and request(s) the attorneys of record in said application to insert in this assignment the date and serial number of said application when officially known.

The undersigned warrant(s) themselves (himself) to be the owners (owner) of the interest herein assigned and to have the right to make this assignment; and further warrant(s) that there are no outstanding prior assignments, licenses, or other rights in the interest herein assigned.

For said considerations the undersigned hereby agree(s) upon the request and at the expense of said assignee, its successors and assigns to execute any and all divisional, continuation, continuation-in-part and substitute applications for said invention or improvements, and any necessary oath or affidavit relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application, and any and all applications and other documents for Letters Patent on said invention or improvements, that said assignee, its successors or assigns, may deem necessary or expedient, and for the afore-said consideration the undersigned further agrees upon the request of said assignee, its successors or assigns, in the event of any application or Letters Patent assigned herein becoming involved in Interference, to cooperate to the best of the ability of the undersigned with said assignee, its successors or assigns, in the matter of preparing and executing the preliminary statement and giving and producing evidence in support thereof, the undersigned hereby agreeing to perform, upon request, any and all affirmative acts to obtain said Letters Patent in the United States and vest all rights therein hereby conveyed in the said assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by the said assignee, its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment and sale had not been made.

Witness our (my) hand(s) and seal(s) this 13<sup>th</sup> day of October, 2010

  
\_\_\_\_\_  
Paolo PININFARINA

(Seal) \_\_\_\_\_