

## PATENT ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

## CONVEYING PARTY DATA

Name	Execution Date
Karl Shiqing Wei	01/13/2011
Edward Dewey Smith II	01/13/2011
Shawn Lynn Mansfield	01/12/2011

## RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12814307

## CORRESPONDENCE DATA

Fax Number: (513)386-3929  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 5139832549  
Email: caldwell.ja.2@pg.com  
Correspondent Name: The Procter & Gamble Company  
Address Line 1: 299 East Sixth Street  
Address Line 2: Central Docketing - 4th Floor  
Address Line 4: Cincinnati, OHIO 45202

ATTORNEY DOCKET NUMBER:

10780R

NAME OF SUBMITTER:

Hilary A. Reinhardt

Total Attachments: 9

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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 Multiphase Personal Care Composition Comprising a Structuring System That Comprises an Associative Polymer, a Low HLB Emulsifier and an Electrolyte, Attorney's Docket No. 10780R and filed in the United States Patent Office as Number 12/814,307, on June 11, 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.)

Karl Shiqing WEI of 4600 Cobblestone Court, Mason, OH 45040, United States;  
Edward Dewey SMITH, III of 6880 Man-O-War Lane, Mason, OH 45040, United States;  
Shawn Lynn MANSFIELD of 5318 Grandin Ridge Drive, Liberty Township, OH 45011,  
United States;

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 12/814,307 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).

This GLOBAL GENERAL ASSIGNMENT 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).

Signed: Karl Shiqing Wei

Karl Shiqing WEI

1/13/2011

Date

State of Ohio }

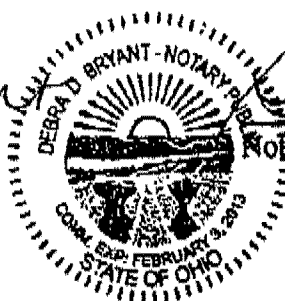
} SS

County of Hamilton }

On this 13<sup>th</sup> day of January, 2011, before me personally appeared Karl Shiqing WEI, 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. I make this statement conscientiously and with the knowledge that knowingly making false statements herein may be punishable by law.

Debra D Bryant

Notary Public/Witness printed name

Debra D Bryant

Notary Public/Witness signature

Signed: \_\_\_\_\_

Edward Dewey SMITH, III

\_\_\_\_\_  
Date

State of Ohio }

} SS

County of Hamilton }

On this \_\_\_\_\_ day of January, 2011, before me personally appeared Edward Dewey SMITH, III, 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. I make this statement conscientiously and with the knowledge that knowingly making false statements herein may be punishable by law.

\_\_\_\_\_  
Notary Public/Witness printed name\_\_\_\_\_  
Notary Public/Witness signature

Signed: \_\_\_\_\_  
Shawn Lynn MANSFIELD

\_\_\_\_\_  
Date

State of Ohio        }  
                              } SS  
County of Hamilton }

On this \_\_\_\_\_ day of January, 2011, before me personally appeared Shawn Lynn MANSFIELD, 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. I make this statement conscientiously and with the knowledge that knowingly making false statements herein may be punishable by law.

\_\_\_\_\_  
Notary Public/Witness printed name

\_\_\_\_\_  
Notary Public/Witness signature

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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 Multiphase Personal Care Composition Comprising a Structuring System That Comprises an Associative Polymer, a Low HLB Emulsifier and an Electrolyte, Attorney's Docket No. 10780R and filed in the United States Patent Office as Number 12/814,307, on June 11, 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.)

Karl Shiqing WEI of 4600 Cobblestone Court, Mason, OH 45040, United States;  
Edward Dewey SMITH, III of 6880 Man-O-War Lane, Mason, OH 45040, United States;  
Shawn Lynn MANSFIELD of 5318 Grandin Ridge Drive, Liberty Township, OH 45011,  
United States;

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 12/814,307 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).

This GLOBAL GENERAL ASSIGNMENT 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).

Signed: Karl Shiqing Wei

Karl Shiqing WEI

1/13/2011

Date

State of Ohio }

} SS

County of Hamilton }

On this \_\_\_\_ day of January, 2011, before me personally appeared Karl Shiqing WEI, 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. I make this statement conscientiously and with the knowledge that knowingly making false statements herein may be punishable by law.

\_\_\_\_\_  
Notary Public/Witness printed name\_\_\_\_\_  
Notary Public/Witness signatureSigned: Edward Dewey Smith, III

Edward Dewey SMITH, III

1/13/2011

Date

State of Ohio }

} SS

County of Hamilton }

On this 13th day of January, 2011, before me personally appeared Edward Dewey SMITH, III, 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. I make this statement conscientiously and with the knowledge that knowingly making false statements herein may be punishable by law.

Debra D. Bryant

Notary Public/Witness printed name

Debra D. Bryant

Notary Public/Witness signature



PATENT

REEL: 025690 FRAME: 0172

Signed:Shawn Lynn MANSFIELDDate

State of Ohio }

} SS

County of Hamilton }

On this \_\_\_\_\_ day of January, 2011, before me personally appeared Shawn Lynn MANSFIELD, 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. I make this statement conscientiously and with the knowledge that knowingly making false statements herein may be punishable by law.

Notary Public/Witness printed nameNotary Public/Witness signature



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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 Multiphase Personal Care Composition Comprising a Structuring System That Comprises an Associative Polymer, a Low HLB Emulsifier and an Electrolyte, Attorney's Docket No. 10780R and filed in the United States Patent Office as Number 12/814,307, on June 11, 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.)

Karl Shiqing WEI of 4600 Cobblestone Court, Mason, OH 45040, United States;  
Edward Dewey SMITH, III of 6880 Man-O-War Lane, Mason, OH 45040, United States;  
Shawn Lynn MANSFIELD of 5318 Grandin Ridge Drive, Liberty Township, OH 45011,  
United States;

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 12/814,307 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).

This GLOBAL GENERAL ASSIGNMENT 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).

Signed: \_\_\_\_\_  
Karl Shiqing WEI

\_\_\_\_\_  
Date

State of Ohio        }  
                              } SS  
County of Hamilton    }

On this \_\_\_\_\_ day of January, 2011, before me personally appeared Karl Shiqing WEI, 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. I make this statement conscientiously and with the knowledge that knowingly making false statements herein may be punishable by law.

\_\_\_\_\_  
Notary Public/Witness printed name

\_\_\_\_\_  
Notary Public/Witness signature

Signed: \_\_\_\_\_  
Edward Dewey SMITH, III

\_\_\_\_\_  
Date

State of Ohio        }  
                              } SS  
County of Hamilton    }

On this \_\_\_\_\_ day of January, 2011, before me personally appeared Edward Dewey SMITH, III, 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. I make this statement conscientiously and with the knowledge that knowingly making false statements herein may be punishable by law.

\_\_\_\_\_  
Notary Public/Witness printed name

\_\_\_\_\_  
Notary Public/Witness signature

Signed: Shawn Lynn Mansfield  
Shawn Lynn MANSFIELD

12 Jan 2011  
Date

State of Ohio        }  
                              } SS  
County of Hamilton }

On this 12<sup>th</sup> day of January, 2011, before me personally appeared Shawn Lynn MANSFIELD, 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. I make this statement conscientiously and with the knowledge that knowingly making false statements herein may be punishable by law.

BILLIE G. NAPIER  
Notary Public/Witness printed name

Billie G. Napier  
Notary Public/Witness signature

BILLIE G. NAPIER  
NOTARY PUBLIC, STATE OF OHIO  
MY COMMISSION EXPIRES 2/28/2012