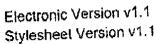
PATENT ASSIGNMENT





lesheel Version v	1.1			The second secon	
SUBMISSION TYPE:			EW ASSIGNMENT		
The state of the s		SSIONMENT			
Controlled to the first of the control of the contr			Marine 18 or report to 16 2 111 section 2		
ONVEYING PARTY	מאויי			Execution Date	
Nam			ne	01/13/2011	
Karl Shiqing Wel				01/13/2011	
dward Dewcy Smit	h III:		and the second s	01/12/2011	
Shawn Lynn Monstie	mm (C) 100 5 mbm (((1))		A Control of the Cont	101/12/2011	
AND THE PROPERTY OF THE PROPER	And the second s		1 page 1	N. C.	
RECEIVING PARTY	DATA			And the state of t	
Namo:	The Procter &	Gamble	о Сотрыну	and the state of t	
Sucot Address:	A STATE OF THE PARTY OF THE PAR	Attention: Chief Patent Counsel			
Internal Address:	One Procter &	231000000000000000000000000000000000000	- 1151 41 171 ·		
City:	The state of the s	Cincinnati			
State/Country:	OHIO				
Postal Code:	75202				
AND CONTRACTOR OF CONTRACTOR O	Ability in the second s	174	12/1/1/	The state of the s	
PROPERTY NUMB	ERS Total: 1			77 (12 (12 (12 (12 (12 (12 (12 (12 (12 (12	
Property	Tyce	and the second	Number		
Link Harden Co.	\$551/11 (SF)-52 (SF)-52	12814	307		
Application Number	A Province of the Control of the Con		(1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	A second	
CORRESPONDEN	CE DATA				
And the same and a same of a same of the s					
Fax Number:	(513)38	8-3929	han the few attempt is URSU	iccessful.	
	<i>ill bu sent via US</i> 513983	i Mali Wi Pakati	hen the fax attempt is unsu		
Phone:		1.ja.2@	na.com		
Ismail:		netor &	Gamble Company		
Correspondent Name: The Proctor & Gamble Company Address Line 1: 299 East Sixth Street					
Figure With Clark					
Address Line 2:			10 45202		
Address Line 4:	Official				
ATTORNEY DOCKET NUMBER:			10780R		
A, (d) pli (s) (r) (e) (e) (e) (e) (e) (e) (e) (e) (e) (e		Hilary A. Roinhardt			
NAME OF SUBMITTER:			1		

PATENT REEL: 025690 FRAME: 0166

700454835

Total Attachments: 9

source=10780R_ASGN#page1.tif
source=10780R_ASGN#page2.tif
source=10780R_ASGN#page3.tif
source=10780R_ASGN#page4.tif
source=10780R_ASGN#page5.tif
source=10780R_ASGN#page6.tif
source=10780R_ASGN#page6.tif
source=10780R_ASGN#page8.tif
source=10780R_ASGN#page8.tif
source=10780R_ASGN#page8.tif

02510

JAN-24-2011 11:53

01/24/2011 10:59 FAX 7097561648

PATENT REEL: 025690 FRAME: 0167

513 9456845

P.03/14

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).

On this 137 day of January, 2011, before me personally appeared Karl Shiqing WEI, to me

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

Notary Public/Witness signature

Date

Notary Public/Witness signature

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

Signed:

Karl Shiqing WE

County of Hamilton)

punishable by law.

Signed:

State of Ohio

County of Hamilton

punishable by law.

Notary Public/Witness printed name

Notary Public/Witness printed name

Edward Dewey SMITH, III

SS

State of Ohio

Signed:	The
Shawn Lynn MANSFIELD	Date
State of Ohio } } SS	
County of Hamilton }	
MANSFIELD, to me known to be the person no	1, before me personally appeared Shawn Lynn amed in and who executed the above instrument, and or the uses and purposes therein set forth. I make this that knowingly making false statements herein may
Notary Public/Witness printed name	Notary Public/Witness signature

Page 1 of 3

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).

Had she Wei	1/13/2011
Signed: Karl Shiqing WEI	Date
Kan Sinding With	
State of Ohio } } SS	
County of Hamilton }	
On this day of January, 2011, before me known to be the person named in and who executed that he executed the same for the uses and purpodenscientiously and with the knowledge that know punishable by law.	ses therein set total. I make and statement
Notary Public/Witness printed name	Notary Public/Witness signature
Signed: Signed:	1/13/2011
Signed: Edward Dewey SMITH, III	Date
State of Ohio 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 e	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

Debra D. Bryant

Notary Public/Witness printed name

punishable by law.

Notary Public/Witness signature



513 9456845 P.09/14

Page 3 of 3

Signed:	ALLES AND	Doto
Shawn Lynn MANSF	TELD	Date
State of Ohio	} } SS	
County of Hamilton	}	
MANSFIELD, to me	c known to be the person re that he executed the same ously and with the knowled	It, before me personally appeared Shawn Lynn named in and who executed the above instrument, and for the uses and purposes therein set forth. I make this dge that knowingly making false statements herein may
Notary Public/Witne	ss printed name	Notary Public/Witness signature

JAN-24-2011 11:55 513 94

513 9456845 P.10/14

Page 1 of 3

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 sald 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:	Date
Karl Shiqing WEI	Date
State of Ohio } } SS	
County of Hamilton }	
known to be the person named in and who executed the same for the uses and	fore me personally appeared Karl Shiqing WEI, to me cuted the above instrument, and acknowledged to me purposes therein set forth. I make this statemen knowingly making false statements herein may be
Notary Public/Witness printed name	Notary Public/Witness signature
Signed: Edward Dewey SMITH, III	Date
State of Ohio } SS County of Hamilton }	
III, to me known to be the person named in and to me that he executed the same for the uses a	efore me personally appeared Edward Dewey SMITH who executed the above instrument, and acknowledge and purposes therein set forth. I make this statement knowingly making false statements herein may be
Notary Public/Witness printed name	Notary Public/Witness signature

Page 3 of 3

Signed: 2 1 m May 19 Shawn Lynn MANSFIELD

12 Jan 201)
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.

BILLIE G. NAPIER
Notary Public Witness printed name

Notary Public/Witness signature

BILLIE G. NAPIER

NOTARY PUBLIC, STATE OF OHIO

MY COMMISSION EXPIRES 2/28/20/2