

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

| 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>Wen Jin Xi</td> <td>10/08/2010</td> </tr> <tr> <td>Guang Sheng Guo</td> <td>10/08/2010</td> </tr> <tr> <td>Kai Zhang</td> <td>10/08/2010</td> </tr> </tbody> </table> | | Name | Execution Date | Wen Jin Xi | 10/08/2010 | Guang Sheng Guo | 10/08/2010 | Kai Zhang | 10/08/2010 | | |
| Name | Execution Date | | | | | | | | | | |
| Wen Jin Xi | 10/08/2010 | | | | | | | | | | |
| Guang Sheng Guo | 10/08/2010 | | | | | | | | | | |
| Kai Zhang | 10/08/2010 | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | |
| <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 |
| Name: | Colgate-Palmolive Company | | | | | | | | | | |
| Street Address: | 300 Park Avenue | | | | | | | | | | |
| City: | New York | | | | | | | | | | |
| State/Country: | NEW YORK | | | | | | | | | | |
| Postal Code: | 10022 | | | | | | | | | | |
| PROPERTY NUMBERS Total: 1 | | | | | | | | | | | |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Property Type</th> <th style="width: 70%;">Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29376142</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 29376142 | | | | | | |
| Property Type | Number | | | | | | | | | | |
| Application Number: | 29376142 | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | |
| <p>Fax Number: (732)878-7853 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 732-878-7556</p> <p>Email: mechpatent@colpal.com</p> <p>Correspondent Name: Colgate-Palmolive Company</p> <p>Address Line 1: 909 River Road</p> <p>Address Line 2: Patent Department</p> <p>Address Line 4: Piscataway, NEW JERSEY 08854</p> | | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 9179-00-TB | | | | | | | | | | |
| NAME OF SUBMITTER: | Amy M. Fernandez, Reg. No. 59,726 | | | | | | | | | | |

Total Attachments: 3

source=9179-00-TB_Assignment_Executed#page1.tif

501431342

PATENT
REEL: 025769 FRAME: 0748

CH \$40.00 29376142

source=9179-00-TB_Assignment_Executed#page2.tif

source=9179-00-TB_Assignment_Executed#page3.tif

ASSIGNMENT

WHEREAS, WE, XI, Wen Jin; GUO, Guang Sheng; and ZHANG, Kai (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. 29/376,142, filed October 1, 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: October 1, 2010.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 8 day of Oct 2010

Xi Wen Jin
Xi Wen Jin

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

On this 8 day of Oct 2010, before me, a Notary Public in and for _____, personally appeared the above signatory, known to me to be the person of that name, who executed the foregoing instrument in my presence.

Notary Public

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 08 day of Oct 2010

Guo Guang sheng
Guo Guang Sheng

Address: 8 Gaolujie Road, HangJi Town
HangJi Area, Yangzhou 225111
China

On this ____ day of _____ 2010, before me, a Notary Public in and for _____, personally appeared the above signatory, known to me to be the person of that name, who executed the foregoing instrument in my presence.

Notary Public

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 8 day of
Oct 2010

Zhang Kai 张凯
Zhang Kai

Address: 8 Gaolujie Road, HangJi Town
HangJi Area, Yangzhou 225111
China

On this ____ day of _____ 2010, before me, a Notary Public in
and for _____, personally appeared the above signatory, known to
me to be the person of that name, who executed the foregoing instrument in my presence.

Notary Public