

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>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Wen Jin Xi</td> <td>02/16/2011</td> </tr> <tr> <td>Yu Liu</td> <td>02/16/2011</td> </tr> <tr> <td>Jian Rong Zhou</td> <td>02/15/2011</td> </tr> </tbody> </table>		Name	Execution Date	Wen Jin Xi	02/16/2011	Yu Liu	02/16/2011	Jian Rong Zhou	02/15/2011		
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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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PROPERTY NUMBERS Total: 1											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29381604</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29381604						
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CORRESPONDENCE DATA											
<p>Fax Number: (732)878-7660</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 732-878-7500</p> <p>Email: patentdocketing@colpal.com</p> <p>Correspondent Name: Colgate-Palmolive Company</p> <p>Address Line 1: 909 River Road</p> <p>Address Line 4: Piscataway, NEW JERSEY 08855</p>											
ATTORNEY DOCKET NUMBER:	9171-00-TB										
NAME OF SUBMITTER:	Judy Chung										
<p>Total Attachments: 3</p> <p>source=9171-00-Executed Assignment#page1.tif</p> <p>source=9171-00-Executed Assignment#page2.tif</p>											

CH \$40.00 29381604

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PATENT
REEL: 025914 FRAME: 0829

ASSIGNMENT

WHEREAS, WE, Wen Jin Xi, Yu Liu, and Jian Rong Zhou (below referred to as ASSIGNORS), residing, respectively, as set forth hereinafter, have made an invention for which application for Letters Patent of the United States was filed in the United States Patent and Trademark Office as Application Serial No. 29/381,604 filed December 21, 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 08854 (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 United States Patent Application and all corresponding foreign patent applications, all divisional, continuation, continuation-in-part, reissue, reexamination, and any additional United States Patent applications which claim priority to the aforesaid United States 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;

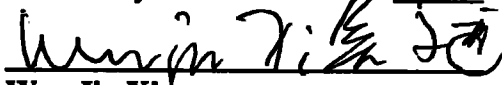
ASSIGNOR(S) agree to communicate to ASSIGNEE or to its successors, assigns or legal representatives any and all facts known to them or any of them respecting said invention, and without further remuneration to testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, 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: December 21, 2010.
(date of filing)

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 16 day of

Feb 20 11.



Wen Jin Xi

Room 203, No. 8, Dong San Li Qiao
170; Pu Dong New Area
Shanghai, CHINA

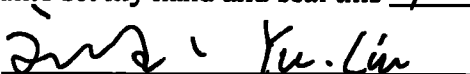
State of
County of

On this _____ day of _____ 20__, 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.

NOTARY PUBLIC

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 16 day of

Feb 20 11.



Yu Liu

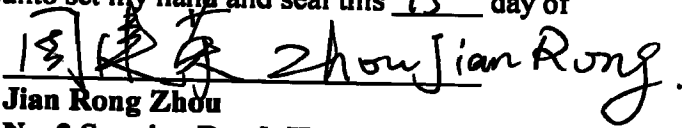
No. 2 Sanxiao Road, Hangji Town,
Hanjiang County,
Yangzhou, Jiangsu, China, 225111

State of
County of

On this _____ day of _____ 20__, 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.

NOTARY PUBLIC

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 15 day of
Feb. 2011.


Jian Rong Zhou

No. 2 Sanxiao Road, Hangji Town,
Hanjiang County,
Yangzhou, Jiangsu, China, 225111

State of
County of

On this _____ day of _____, 20__, 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.

NOTARY PUBLIC