

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>Scott L. Cumberland</td> <td>01/27/2011</td> </tr> <tr> <td>Brett D. McIntire</td> <td>01/27/2011</td> </tr> <tr> <td>Russell E. Bell</td> <td>01/27/2011</td> </tr> <tr> <td>Cheryl L. Regan</td> <td>01/27/2011</td> </tr> </tbody> </table>		Name	Execution Date	Scott L. Cumberland	01/27/2011	Brett D. McIntire	01/27/2011	Russell E. Bell	01/27/2011	Cheryl L. Regan	01/27/2011
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RECEIVING PARTY DATA											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>BRITA LP</td> </tr> <tr> <td>Street Address:</td> <td>1221 Broadway</td> </tr> <tr> <td>City:</td> <td>Oakland</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>94612</td> </tr> </table>		Name:	BRITA LP	Street Address:	1221 Broadway	City:	Oakland	State/Country:	CALIFORNIA	Postal Code:	94612
Name:	BRITA LP										
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
Fax Number: (510)271-1652 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: (512) 590-1076 Email: patapps@clorox.com Correspondent Name: The Clorox Company Address Line 1: 1221 Broadway Address Line 4: Oakland, CALIFORNIA 94612											
ATTORNEY DOCKET NUMBER:	482.342										
NAME OF SUBMITTER:	Stacy Combs										
Total Attachments: 8 source=482342Assignment-SCumberland#page1.tif											

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PATENT
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ASSIGNMENT

WHEREAS, SCOTT L. CUMBERLAND, BRETT D. McINTIRE, RUSSELL E. BELL and CHERYL L. REGAN, hereinafter referred to as ASSIGNORS, have invented a new and unobvious invention entitled:

FILTER HOUSING

for which application for Letters Patent of the United States such application being identified by having been granted Serial No. _____, a filing date of _____; and

WE HEREBY AUTHORIZE the Assignee to insert in this assignment document the filing date and serial number of the application if the date and number are unavailable at the time this document is executed.

WHEREAS, BRITA LP, a Delaware corporation having a place of business at Oakland, California, hereinafter referred to as ASSIGNEE, is desirous of acquiring the entire right, title and interest in and to said application and said invention, in and to any and all improvements relating to said invention, and in and to Letters Patent thereon, when granted in the United States and all foreign countries; and

WHEREAS, ASSIGNORS acknowledge that pursuant to their employment agreements and the terms of this instrument, they are under a continuing obligation to assign all right, title and interest in, to and under the invention which is the subject of the referred-to application for Letters Patent and any improvements thereof and all divisions, continuations and continuations-in-part thereof, to BRITA LP, its successors, legal representatives and assigns in accordance with this instrument;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and for other good and valuable consideration received by ASSIGNORS from ASSIGNEE, the receipt of which is hereby acknowledged by ASSIGNORS:

1. ASSIGNORS hereby sell, assign, transfer and convey unto ASSIGNEE, the entire right, title and interest in and to said application and said invention and improvements; including all priority rights under the International Convention associated with the filing of said application, for each country of the Union; and in and to any and all Letters Patent on said invention and improvements that may be granted by the United States or any foreign countries, including each and every Letters Patent granted on any application which is a division, substitution, continuation or continuation-in-part of any application relating to said invention or improvements, and in and to each and every reissue or extension of said Letters Patent.

2. ASSIGNORS hereby warrant, covenant and represent the fact to be that they have not theretofore granted any license, right or privilege in respect to the said application or said invention or improvements, or in any other way encumbered the same, and that they have the full right to convey, free of all licenses and encumbrances, the entire interest hereby assigned.

3. ASSIGNORS covenant and agree that at the request and expense of ASSIGNEE they will promptly execute all papers necessary or desirable to perfect ownership of said invention, improvements, applications or said Letters Patent in ASSIGNEE, and execute all oaths and other papers necessary or desirable for prosecuting said application, for use in interference proceedings involving said invention or improvements, for refiling said applications, for filing of said divisional, substitution, continuation or continuation-in-part applications covering said

invention or improvements which are deemed necessary or desirable by ASSIGNEE, for reissuance of said Letters Patent, or for the filing of foreign countries of applications for Letters Patent conferring said invention or improvements.

ASSIGNORS further covenant and agree that at the expense and request of ASSIGNEE they will promptly assist ASSIGNEE in interference proceedings involving said invention or improvements, and in litigation involving said Letters Patent, and will assist in the ascertainment of facts and the production of evidence relating to said invention or improvements.

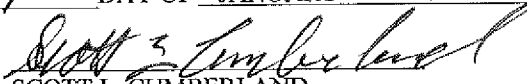
4. The terms, covenants and provisions of this assignment shall inure to the benefit of ASSIGNEE, its successors, assigns and other, legal representatives, and shall be binding upon ASSIGNORS, their heirs, legal representatives and assigns.

5. ASSIGNORS hereby authorize and request the COMMISSIONER OF PATENTS AND TRADEMARK to issue the United States Letters Patent on their invention, when granted, unto

BRITA LP

its successors, assigns and other legal representatives in accordance with this agreement.

IN TESTIMONY WHEREOF, I, SCOTT L. CUMBERLAND, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS 27 DAY OF JANUARY, 2011.


SCOTT L. CUMBERLAND

IN TESTIMONY WHEREOF, I, BRETT D. McINTIRE, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS _____ DAY OF JANUARY, 2011.

BRETT D. McINTIRE

IN TESTIMONY WHEREOF, I, RUSSELL E. BELL, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS _____ DAY OF JANUARY, 2011.

RUSSELL E. BELL

IN TESTIMONY WHEREOF, I, CHERYL L. REGAN, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS _____ DAY OF JANUARY, 2011.

CHERYL L. REGAN

ASSIGNMENT

WHEREAS, SCOTT L. CUMBERLAND, BRETT D. McINTIRE, RUSSELL E. BELL and CHERYL L. REGAN, hereinafter referred to as ASSIGNORS, have invented a new and unobvious invention entitled:

FILTER HOUSING

for which application for Letters Patent of the United States such application being identified by having been granted Serial No. 29/384,426, a filing date of January 27, 2011; and

WE HEREBY AUTHORIZE the Assignee to insert in this assignment document the filing date and serial number of the application if the date and number are unavailable at the time this document is executed.

WHEREAS, BRITA LP, a Delaware corporation having a place of business at Oakland, California, hereinafter referred to as ASSIGNEE, is desirous of acquiring the entire right, title and interest in and to said application and said invention, in and to any and all improvements relating to said invention, and in and to Letters Patent thereon, when granted in the United States and all foreign countries; and

WHEREAS, ASSIGNORS acknowledge that pursuant to their employment agreements and the terms of this instrument, they are under a continuing obligation to assign all right, title and interest in, to and under the invention which is the subject of the referred-to application for Letters Patent and any improvements thereof and all divisions, continuations and continuations-in-part thereof, to BRITA LP, its successors, legal representatives and assigns in accordance with this instrument;

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2. ASSIGNORS hereby warrant, covenant and represent the fact to be that they have not theretofore granted any license, right or privilege in respect to the said application or said invention or improvements, or in any other way encumbered the same, and that they have the full right to convey, free of all licenses and encumbrances, the entire interest hereby assigned.

3. ASSIGNORS covenant and agree that at the request and expense of ASSIGNEE they will promptly execute all papers necessary or desirable to perfect ownership of said invention, improvements, applications or said Letters Patent in ASSIGNEE, and execute all oaths and other papers necessary or desirable for prosecuting said application, for use in interference proceedings involving said invention or improvements, for refiling said applications, for filing of said divisional, substitution, continuation or continuation-in-part applications covering said

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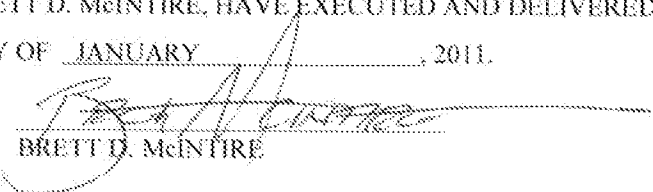
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BRETT D. McINTIRE

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RUSSELL E. BELL

IN TESTIMONY WHEREOF, I, CHERYL L. REGAN, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS _____ DAY OF JANUARY _____, 2011.

CHERYL L. REGAN

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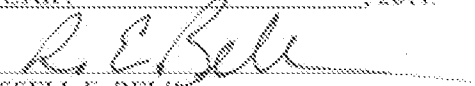
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RUSSELL E. BELL

IN TESTIMONY WHEREOF, I, CHERYL L. REGAN, HAVE EXECUTED AND DELIVERED THIS INSTRUMENT THIS _____ DAY OF JANUARY _____, 2011.

CHERYL L. REGAN

DECLARATION FOR PATENT APPLICATION

As the below named inventors, we hereby declare that:

Our residences, post office addresses and citizenships are as stated below next to our names.

We believe we are the original, first and joint inventors of the subject matter which is claimed and for which a patent is sought on the invention entitled:

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the specification of which

___X___ is attached hereto
_____ was filed on _____
Application Serial No. _____
and was amended on by amendment concurrently submitted herewith (if
applicable)

We hereby state that we have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment specifically referred to above.

We acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

We hereby claim the benefit under Title 35, United States Code Section 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application(s) in the manner provided by the first paragraph of Title 35, United States Code, Section 112, we acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, Section 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

(Application Serial No.)	(Filing Date)	(Status-patented, pending, abandoned)
(Application Serial No.)	(Filing Date)	(Status-patented, pending, abandoned)
(Application Serial No.)	(Filing Date)	(Status-patented, pending, abandoned)

We hereby appoint the registrants of, **Customer Number 27019**.

Direct all telephone calls to Stacy Combs, at Telephone No. (512) 590-1076

Address all correspondence to:

STACY COMBS
Customer No. 27019

We hereby declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of first joint inventor: SCOTT L. CUMBERLAND

Inventor's signature: _____ Date: _____

Residence: THE WOODLANDS, TEXAS Citizenship: US

Post Office Address: 8600 Gosling Road
The Woodlands, Texas 77381

Full name of second joint inventor: BRETT D. MCINTIRE

Inventor's signature: _____ Date: _____

Residence: PLEASANTON, CALIFORNIA Citizenship: US

Post Office Address: 7200 Johnson Drive
Pleasanton, California 94588

Full name of third joint inventor: RUSSELL E. BELL

Inventor's signature: _____ Date: _____

Residence: PLEASANTON, CALIFORNIA Citizenship: US

Post Office Address: 7200 Johnson Drive
Pleasanton, California 94588

Full name of fourth joint inventor: CHERYL L. REGAN

Inventor's signature: Cheryl L. Regan Date: 01-27-11

Residence: PLEASANTON, CALIFORNIA Citizenship: US

Post Office Address: 7200 Johnson Drive
Pleasanton, California 94588

File No. 482.342