

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Brandon Wayne GENOVA	03/15/2011
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:	29387793
CORRESPONDENCE DATA	
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Correspondent Name:	The Procter & Gamble Company
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Address Line 2:	Central Docketing - 4th floor
Address Line 4:	Cincinnati, OHIO 45202
ATTORNEY DOCKET NUMBER:	D-1890
NAME OF SUBMITTER:	Laura R. Grunzinger
Total Attachments: 2 source=D-1890_Assignment#page1.tif source=D-1890_Assignment#page2.tif	

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PATENT
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G L O B A L G E N E R A L A S S I G N M E N T

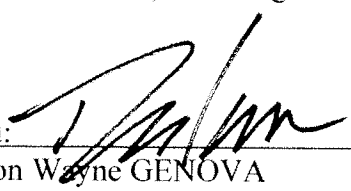
WHEREAS I/we, the undersigned inventor(s) herewith declare that I am the sole inventor/we are the joint inventors and I/we have made certain invention(s), as set forth in a patent application (including industrial designs and utility models), whether claimed or unclaimed, entitled Store Display for Beauty Care Product, Attorney's Docket No. D-1890 and filed in the United States Patent Office as Number 29/387,793, on March 18, 2011. (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.)

Brandon Wayne GENOVA of 744 S. Quivas Street, Denver, CO 80223 USA;

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-Claireol, 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 29/387,793 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: 

Brandon Wayne GENOVA

3/15/2011

Date

State of Colorado }

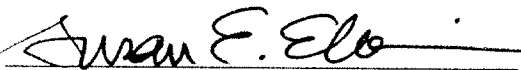
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County of Jefferson

On this 15th day of March, 2011, before me personally appeared Brandon Wayne GENOVA, 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.

Susan E. Eberwein

Notary Public/Witness printed name



Notary Public/Witness signature



EXP. 2/20/2013