

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Steven Hedley Holden</td><td>09/26/2011</td></tr><tr><td>James William Gordon</td><td>09/26/2011</td></tr></tbody></table>		Name	Execution Date	Steven Hedley Holden	09/26/2011	James William Gordon	09/26/2011				
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RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>Robert McBride, Ltd.</td></tr><tr><td>Street Address:</td><td>Middleton Way</td></tr><tr><td>City:</td><td>Middleton Manchester</td></tr><tr><td>State/Country:</td><td>UNITED KINGDOM</td></tr><tr><td>Postal Code:</td><td>M24 4DP</td></tr></table>		Name:	Robert McBride, Ltd.	Street Address:	Middleton Way	City:	Middleton Manchester	State/Country:	UNITED KINGDOM	Postal Code:	M24 4DP
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PROPERTY NUMBERS Total: 1											
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Application Number:	29374436										
CORRESPONDENCE DATA											
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ATTORNEY DOCKET NUMBER:	MARKS46.002DUS										
NAME OF SUBMITTER:	Alan T. Hale										
Total Attachments: 3 source=Assign#page1.tif source=Assign#page2.tif source=Assign#page3.tif											

OP \$40.00 29374436

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PATENT  
REEL: 027119 FRAME: 0286

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**ASSIGNMENT**

WHEREAS, James William Gordon, a UK citizen, residing at 8 Beechlands, Ulverston, Cumbria LA12 9SQ United Kingdom, and Steven Hedley Holden, a UK citizen, residing at 10 Hastings Street, Walney Island, Barrow-in-Furness, Cumbria LA14 3LG United Kingdom, (individual(s) hereinafter "ASSIGNOR") invented certain new and useful improvements, technology, inventions, developments, ideas or discoveries related to CAPSULE CONTAINING DISHWASHING POWDER (collectively hereinafter referred to as the "Work") for which an application for Letters Patent in the United States has been prepared for filing (identified above) with the United States Patent and Trademark Office (hereinafter the "Application");

AND WHEREAS, Robert McBride, Ltd., with its principal place of business at Middleton Way, Middleton Manchester M24 4DP, United Kingdom (hereinafter the "ASSIGNEE"), desires to acquire the entire right, title, and interest in and to the Application and the Work:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby acknowledges that ASSIGNOR has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in the Application and the Work, including all provisional applications relating thereto, and all nonprovisional applications claiming priority thereto, including, all divisions, continuations, continuations-in-part, reissues, and reexaminations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and any related Letters Patent which may hereafter be granted or filed in any country or countries foreign to the United States, all extensions, renewals and reissues thereof; and ASSIGNOR hereby authorizes and requests the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all related Letters Patent to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND ASSIGNOR DOES HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said Letters Patent before or after issuance.

AND ASSIGNOR DOES HEREBY covenant and agree that ASSIGNOR will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNOR respecting the Work, and testify in any legal proceeding, assist in the preparation of any other provisional or non-provisional applications relating to the Application and the Work or any improvements made thereto, sign all lawful papers, execute and make all rightful oaths and/or declarations in connection with the Application and the Work including any improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Work in all countries.

Application No.: 29/374436  
Filing Date: 08/11/2011

Docket Number: MARKS46.002DUS  
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This 26 day of SEPTEMBER, 2011.

Steven Hedley Holden

Steven Hedley Holden

Witnessed by:

J. Gordon Signature

JAMES GORDON Printed name

8 BEECHLANDS Residence address

ULVERSTON LA 2 952

26. 9. 2011 Date

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Page 2 of 3

This 26 day of SEPTEMBER, 2011.

James William Gordon  
James William Gordon

Witnessed by:

Steve Holden Signature

STEVE HOLDEN Printed name

47 WESTMINSTER Residence address

AV. BARROW-IN-FURNESS

26/09/2011 Date