

## PATENT ASSIGNMENT

Electronic Version v1.1  
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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>Claire Louise Hewson-Hyde</td><td>12/06/2011</td></tr><tr><td>Torsten Kulke</td><td>12/08/2011</td></tr><tr><td>Simon Woolley</td><td>12/06/2011</td></tr></tbody></table>	Name	Execution Date	Claire Louise Hewson-Hyde	12/06/2011	Torsten Kulke	12/08/2011	Simon Woolley	12/06/2011	
Name	Execution Date								
Claire Louise Hewson-Hyde	12/06/2011								
Torsten Kulke	12/08/2011								
Simon Woolley	12/06/2011								
RECEIVING PARTY DATA									
Name:	Reckitt & Colman (Overseas) Limited								
Street Address:	103-105 Bath Road								
City:	Slough, Berkshire								
State/Country:	UNITED KINGDOM								
Postal Code:	SL1 3UH								
PROPERTY NUMBERS Total: 1									
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>29408406</td></tr></tbody></table>	Property Type	Number	Application Number:	29408406					
Property Type	Number								
Application Number:	29408406								
CORRESPONDENCE DATA									
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Phone:	2128080700								
Email:	jkelly@nmmlaw.com								
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>									
Correspondent Name:	Norris McLaughlin & Marcus PA								
Address Line 1:	875 Third Avenue, 8th Floor								
Address Line 4:	New York, NEW YORK 10022								
ATTORNEY DOCKET NUMBER:	102792-1288								
NAME OF SUBMITTER:	Mark D. Marin								
Total Attachments: 3 source=102792-1288ExecAssnt#page1.tif source=102792-1288ExecAssnt#page2.tif source=102792-1288ExecAssnt#page3.tif									

CH \$40.00 29408406

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PATENT  
REEL: 027383 FRAME: 0944

### ASSIGNMENT

In consideration of One Dollar (\$1.00) in hand paid and other good and valuable considerations, the receipt of which is hereby acknowledged, the undersigned [hereinafter (collectively) named "Assignor"] hereby assigns and transfers to

**Reckitt& Colman (Overseas) Limited**  
**103 – 105 Bath Road**  
**Slough**  
**Berkshire**  
**SL1 3UH**  
**UNITED KINGDOM**

, a **British** corporation (hereinafter named "Assignee"), its successors, legal representatives and assigns, the entire right, title and interest in and to Assignor's application for Letters Patent of the United States, Application Serial No. 29/408,406 filed on 12 December 2011 (we hereby agree the representing attorney may complete these details) **OR** executed concurrently herewith unless otherwise indicated herein, entitled

#### **'Refill for an Air Freshener Device'**

and to Assignor's entire right, title and interest in any and all inventions, whether joint or sole, disclosed in said application for Letters Patent, and in any and all divisional or continuation or renewal applications that may be filed for United States Letters Patent for any and all of said inventions, and in and to any and all patents that may be granted on the foregoing applications and any reissue or extension thereof.

The Assignor hereby authorizes and requests the Commissioner of Patents to issue any and all of said Letters Patent to said Assignee.

For said consideration, the Assignor hereby agrees upon the request of said Assignee, its successors, legal representatives or assigns, to execute any and all United States divisional, continuation and renewal applications for said invention, and any and all necessary oaths, supplemental oaths or declarations or supplemental declarations or affidavits relating thereto, and any application for the reissue or extension of any United States Letters Patent that may be granted upon said application that said Assignee, its successors, legal representatives or assigns may deem necessary or expedient.

For the said consideration the Assignor further agrees upon the request of said Assignee, its successors, legal representatives or assigns, in the event of said application or any division thereof, or Letters Patent issued thereon or any reissue or application for the reissue thereof, becoming involved in interference, to cooperate to the best of the ability of the Assignor with said Assignee, its successors, legal representatives or assigns in the matters of preparing and executing the Preliminary Statement and giving and producing evidence in support thereof, the Assignor hereby agreeing to perform upon such request, any and all affirmative acts necessary to obtain said Letters Patent and vest all rights therein hereby conveyed in said Assignee, its successors, legal representatives or assigns as fully and entirely as the same would have been held and enjoyed by the assignor if this assignment and sale had not been made.

Assignor hereby binds himself, his heirs, legal representatives, administrators, and assigns properly to execute without further consideration, any and all applications, petitions, oaths, assignments or other papers and instruments which may be necessary in order to carry into full force and effect the sale, assignment and transfer hereby made, or intended or agreed to be made.

And for said considerations, the Assignor hereby assigns to said Assignee, its successors, legal representatives and assigns, the entire right, title and interest in said invention or improvement for any and all foreign countries and agrees upon the request of said Assignee, its successors, legal representatives or assigns to execute any and all documents that shall be required of the Assignor to be executed in connection with any and all applications for foreign Letters Patent therefor, including the prosecution thereof, and to execute any and all documents necessary to invest title in said foreign applications and patents in said Assignee, its successors, legal representatives or assigns.

Signature: C. Hewson-Hyde  
Hewson-Hyde, Claire Louise

Date: 6th December 2011

Signature: \_\_\_\_\_  
Kulke, Torsten

Date: \_\_\_\_\_

Signature: Simon Woolley  
Woolley, Simon

Date: 6th December 2011

Assignor hereby binds himself, his heirs, legal representatives, administrators, and assigns properly to execute without further consideration, any and all applications, petitions, oaths, assignments or other papers and instruments which may be necessary in order to carry into full force and effect the sale, assignment and transfer hereby made, or intended or agreed to be made.

And for said considerations, the Assignor hereby assigns to said Assignee, its successors, legal representatives and assigns, the entire right, title and interest in said invention or improvement for any and all foreign countries and agrees upon the request of said Assignee, its successors, legal representatives or assigns to execute any and all documents that shall be required of the Assignor to be executed in connection with any and all applications for foreign Letters Patent therefor, including the prosecution thereof, and to execute any and all documents necessary to invest title in said foreign applications and patents in said Assignee, its successors, legal representatives or assigns.

Signature: \_\_\_\_\_  
Hewson-Hyde, Claire Louise

Date: \_\_\_\_\_

Signature:  \_\_\_\_\_  
Kulke, Torsten

Date: 8/12/2011

Signature: \_\_\_\_\_  
Woolley, Simon

Date: \_\_\_\_\_