

FORM PTO-1595 (Rev. 08/05)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office**RECORDATION FORM COVER SHEET
PATENTS ONLY**

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/execution date(s):
Abbey P. Elinger, General Counsel,
on behalf of Interbrand Hulefeld, Inc.

November 3, 2011

Additional name(s) of conveying party(ies) attached:

 Yes No

2. Name and address of receiving party(ies):

Name: The Procter & Gamble CompanyInternal Address: Attention: Chief Patent Counsel
One Procter & Gamble Plaza
Cincinnati, OH 45202

3. Nature of conveyance:

-
- Assignment
-
- Merger
-
-
- Security Agreement
-
- Change of name
-
-
- Joint Research Agreement

Executed: _____

Name of the owner of the application (or
patent): _____Name of other party to Joint Research
Agreement: _____

Additional name(s) & address(es) attached?

 Yes No

4. Application number(s) or patent number(s):

This document is being filed together with a new application: Yes No

A. Patent Application No(s). 29/404,831

Date Filed: October 26, 2011

P&G Case: D-1979

Confirmation No.: 6841

Additional numbers attached? Yes No5. Name and address to whom correspondence
concerning document should be mailed:Name: CENTRAL DOCKETINGInternal Address: THE PROCTER & GAMBLE
COMPANY

Street Address:

Intellectual Property Division
Sycamore Building
299 East Sixth Street, 4th Floor
Cincinnati, OH 45202

Phone: 513-983-9084

Fax Number: 513-945-6786

Email Address : meyer.pd@pg.com

6. Total number of applications and patents
involved: [1]

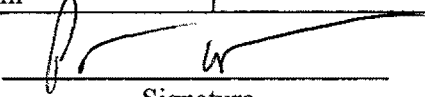
7. Total fee (37 CFR 3.41):.....\$40.00

 Authorized to be charged to deposit account

8. Deposit account number:

16-2480Authorized User Name: Peter D. MeyerPeter D. Meyer

Name of Person Signing


SignatureJanuary 12 2012

Date

Total number of pages including cover sheet, attachments, and documents: [3]

Documents to be recorded (including cover sheet must be either: (1) mailed with the patent application filing papers –
checking Box #8 on the Utility or Design Transmittal Form; or (2) faxed to (571) 273-0140, or mailed to: Mail Stop
Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria VA 22313-1450

Assignment Recordation cover sheet.doc (Revised for P&G use 11/29/2005)

GLOBAL GENERAL ASSIGNMENT

Interbrand Hulefeld, Inc., a corporation organized and existing under the laws of the State of Delaware, United States of America, and having a place of business at 130 Fifth Avenue, New York, NY 10011, has an ownership interest in the United States Design Patent Application titled "CARTON", Attorney's Docket Number D-1979 and filed with the United States Patent and Trademark Office as Design patent Application Serial Number 29/404,831 on October 26, 2011 recognizes that the invention disclosed in the Application was made on behalf of The Procter & Gamble Company, and Interbrand Hulefeld, Inc. acknowledges its obligation at the time said invention was made to assign the same to The Procter & Gamble Company. In recognition of this obligation, Interbrand Hulefeld, Inc. hereby assigns, conveys, and transfers unto The Procter & Gamble Company, a corporation organized and existing under the laws of the State of Ohio, United States of America, its entire right, title, and interest in United States Design Patent Application Serial Number 29/404,830, together with the invention disclosed therein, and the right to claim the benefit of the filing date of said Design Patent Application under any international conventions. Furthermore, Interbrand Hulefeld, Inc. hereby assigns, conveys, and transfers unto The Procter & Gamble Company its entire right, title and interest in all patents of the United States or of any other country which may be issued on the invention disclosed in the assigned Design Patent Application, or any reissues, reexaminations, continuations, continuations-in-part, divisionals, or extensions thereof. Said Design Patent Application, invention, right to claim the benefit of the filing date of the Design Patent Application, and any subsequently issued patents, reissues, reexaminations, continuations, continuations-in-part, divisionals, and extensions to be held and enjoyed by The Procter & Gamble Company, its legal representatives, successors, and assigns, to the end of the term or terms for which the same would have been held and enjoyed by Interbrand Hulefeld, Inc. if this assignment has not been made, together with all claims for profits and damages by reason of infringement, with the right to sue for and collect the same for its own use and advantage. The entire rights, title and interest in said invention and in said Design Patent Application and any patents resulting therefrom shall vest irrevocably in The Procter & Gamble Company, its legal representatives, successors or assigns. Interbrand Hulefeld, Inc. further agrees upon request, without additional compensation but at no expense to Interbrand Hulefeld, Inc. to execute or assent to applications, 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 as The Procter & Gamble Company, its legal representatives, successors, or assigns may direct.

Interbrand Hulefeld, Inc. further requests the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention herein assigned and as set forth in U.S. Design Patent Application Serial Number 29/404,830 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 and the invention covered thereby.

This assignment is being made effective as of the earlier of 1) date of execution shown below or 2) the filing date of the first-filed of said patent application(s).

INTERBRAND HULEFELD, INC.

By: *Abbey P. Elinger*
Abbey P. Elinger

Its: General Counsel

Date: 11/3/11

State of ~~New York~~ Ohio)
) SS
County of Montgomery)

On this 3rd day of November 2011, personally appeared before me Abbey P. Elinger, who stated that she is the General Counsel of Interbrand Hulefeld, Inc., a corporation, and that the instrument was signed on behalf of said corporation by authority of its board of directors and acknowledged said instrument to be its voluntary act and deed.

Before me:

Joseph A. Druce
Notary Public
My Commission Expires: July 7, 2013