

**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(s) of conveying party(ies)/execution date(s):
 Patrick Christopher STENGER -12/05/2011
 Gregory Scot MIRACLE - 12/05/2011
 Andrew Philip MOON - 11/25/2011

Additional name(s) of conveying party(ies) attached:
 Yes No

2. Name(s) and address(es) of receiving party(ies):
 Name: The Procter & Gamble Company
 Internal Address: Attention: Chief Patent Counsel
One Procter & Gamble Plaza
Cincinnati, OH 45202

Additional name(s) & address(es) attached?
 Yes No

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: _____
 Other _____

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). 13/313,283
 Date Filed: December 7, 2011
 P&G Case: CM3707CL
 Confirmation No.: 2190

B. Patent No(s).
 P&G Case:

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:
 Name: CENTRAL DOCKETING
 Internal Address: THE PROCTER & GAMBLE
COMPANY
 Street Address:
Intellectual Property Division
Sycamore Building
299 East Sixth Street, 4th Floor
Cincinnati, OH 45202

Phone: (513) 983-9450
 Fax Number: (513) 945-6843
 Email Address : foose.gj@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:
16-2480

Authorized User Name: Gary J. Foose

Gary J. Foose /Gary J. Foose/ January 27, 2012
 Name of Person Signing Signature Date
 Total number of pages including cover sheet, attachments, and documents: [8]

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 --; (2) faxed to (571) 273-0140; or (3) mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria VA 22313-1450.

CH \$40.00 162480 13313283

GLOBAL GENERAL ASSIGNMENT

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 Low Built Detergent Composition Comprising Bluing Agent, Attorney's Docket No. CM3707FL and filed in the Patent Office as Number _____, on _____ (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.)

Patrick Christopher STENGER of 340 Cog Hill Drive, Fairfield, Ohio 45104, USA;
Gregory Scot MIRACLE of 3065 Old Oxford Road, Hamilton, Ohio 45013, USA;
Andrew Philip MOON of 127 King George Road, South Shields, Tyne & Wear NE34 0EU, UK

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-Clairol, 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 _____ 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).

Signed: _____

Date

State of }
 }
County of } SS
 }

On this _____ day of _____, 2011, before me personally appeared Andrew Philip MOON, 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.

Notary Public/Witness printed name

Notary Public/Witness signature

Rev. 05/10

GLOBAL GENERAL ASSIGNMENT

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 Low Built Detergent Composition Comprising Bluing Agent, Attorney's Docket No. CM3707FL and filed in the Patent Office as Number _____, on _____ (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.)

Patrick Christopher STENGER of 340 Cog Hill Drive, Fairfield, Ohio 45104, USA;
Gregory Scot MIRACLE of 3065 Old Oxford Road, Hamilton, Ohio 45013, USA;
Andrew Philip MOON of 127 King George Road, South Shields, Tyne & Wear NE34 0EU, UK

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-Clairol, 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 _____ 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: _____

_____ Date

State of)
) SS
County of)

On this ____ day of _____, 2011, before me personally appeared Patrick Christopher STENGER, 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.

Notary Public/Witness printed name

Notary Public/Witness signature

Signed: _____

_____ Date

State of)
) SS
County of)

On this ____ day of _____, 2011, before me personally appeared Gregory Scot MIRACLE, 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.

Notary Public/Witness printed name

Notary Public/Witness signature

Signed: Andrew Philip Moon

25/11/11
Date

State of }
 } SS
County of }

On this 25th day of November, 2011, before me personally appeared Andrew Philip MOON, 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 MILLER
Notary Public/Witness printed name

S. Miller
Notary Public/Witness signature

Rev. 05/10