

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>Madhusudan Patel</td> <td>02/14/2011</td> </tr> <tr> <td>Thomas E. Mintel</td> <td>02/18/2011</td> </tr> <tr> <td>Sharon Kennedy</td> <td>02/11/2011</td> </tr> <tr> <td>John J. Gatzemeyer</td> <td>02/11/2011</td> </tr> <tr> <td>Eduardo J. Jimenez</td> <td>02/09/2011</td> </tr> </tbody> </table>		Name	Execution Date	Madhusudan Patel	02/14/2011	Thomas E. Mintel	02/18/2011	Sharon Kennedy	02/11/2011	John J. Gatzemeyer	02/11/2011	Eduardo J. Jimenez	02/09/2011
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RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>Colgate-Palmolive Company</td> </tr> <tr> <td>Street Address:</td> <td>300 Park Avenue</td> </tr> <tr> <td>City:</td> <td>New York</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>10022</td> </tr> </table>		Name:	Colgate-Palmolive Company	Street Address:	300 Park Avenue	City:	New York	State/Country:	NEW YORK	Postal Code:	10022		
Name:	Colgate-Palmolive Company												
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PROPERTY NUMBERS Total: 1													
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>PCT Number:</td> <td>US1126643</td> </tr> </tbody> </table>		Property Type	Number	PCT Number:	US1126643								
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CORRESPONDENCE DATA													
<p>Fax Number: (732)878-7660 Phone: 732-878-7500 Email: patentdocketing@colpal.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Colgate-Palmolive Company Address Line 1: 909 River Road Address Line 4: Piscataway, NEW JERSEY 08855</p>													
ATTORNEY DOCKET NUMBER:	8953-00-TB												
NAME OF SUBMITTER:	Amy M. Fernandez												

CH \$40.00 US1126643

Total Attachments: 4

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ASSIGNMENT

WHEREAS, WE, **Madhusudan Patel, Thomas E. Mintel, Sharon Kennedy, John J. Gatzemeyer and Eduardo J. Jimenez** (below referred to as ASSIGNORS), residing, respectively, as set forth hereinafter, have made an invention for which application for Letters Patent was filed in the United States Patent and Trademark Office as International Receiving Office for International Application No. PCT/US2011/026643, filed March 1, 2011, naming the ASSIGNOR(S) as inventor(s), and entitled **"TOOTHBRUSH INCLUDING A DEVICE FOR INDICATING BRUSHING FORCE"**; and

WHEREAS, Colgate-Palmolive Company, a corporation duly organized and existing under the laws of the State of Delaware, United States of America and having its principal office and place of business at 300 Park Avenue, New York, New York 10022, and offices and place of business at 909 River Road, Piscataway, New Jersey 08854 (below referred to as "ASSIGNEE"), is desirous of obtaining the entire right, title and interest in and to the aforesaid invention and patent application and corresponding patent rights worldwide;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR(S), by these presents do sell, assign and transfer to ASSIGNEE, the full and exclusive right, title and interest in and to the aforesaid invention, the aforesaid International Patent Application and all corresponding foreign patent applications, all divisional, continuation, continuation-in-part, reissue, reexamination, and any additional United States Patent applications which claim priority to the aforesaid International application, and all Letters Patent or comparable rights issuing thereon in the United States and in all foreign countries, together with the right(s) of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and the ASSIGNOR(S) hereby authorize and request the United States Commissioner of Patents and Trademarks and all foreign Patent Offices to issue all Letters Patent or comparable rights issuing on any application as aforesaid to ASSIGNEE, or to its successors, assigns or legal representatives;

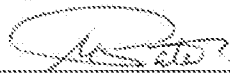
ASSIGNOR(S) hereby covenant that ASSIGNOR(S) have full right to convey the entire interest herein assigned, and that ASSIGNOR(S) have not executed, and will not execute, any agreement in conflict herewith;

ASSIGNOR(S) agree to communicate to ASSIGNEE or to its successors, assigns or legal representatives any and all facts known to them or any of them respecting said invention, and without further remuneration to testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and reexamination applications, make all rightful oaths and generally do all lawful acts to aid ASSIGNEE or its successors, assigns or legal representatives to obtain and enforce proper patent protection for said invention in all countries and to enhance or perfect ASSIGNEE's title in and to the invention and patent rights therein.

ASSIGNOR(S) hereby authorize attorneys for ASSIGNEE to enter on this document any applicable serial numbers and filing dates after ASSIGNOR(S') execution of this document.

This Assignment is effective as of: March 1, 2011.
(date of filing)

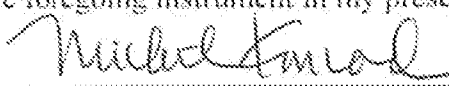
IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 14th day of February 2011.


Madhusudan Patel

Address: 197 Bamburgh Court
Somerset, NJ 08873

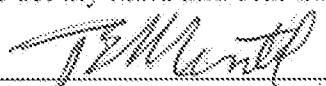
State of New Jersey
County of Middlesex

On this 14th day of February 2011, before me, a Notary Public in and for the State and County aforesaid, personally appeared the above signatory, known to me to be the person of that name, who executed the foregoing instrument in my presence.


NOTARY PUBLIC

MICHELE KONRAD
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires 8/18/2015

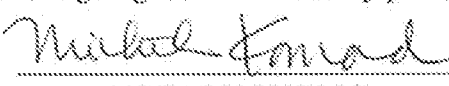
IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 18th day of February 2011.


Thomas E. Mintel

Address: 439 Central Avenue
Rahway, NJ 07065

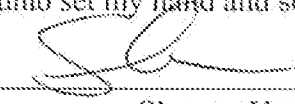
State of New Jersey
County of Middlesex

On this 18th day of February 2011, before me, a Notary Public in and for the State and County aforesaid, personally appeared the above signatory, known to me to be the person of that name, who executed the foregoing instrument in my presence.


NOTARY PUBLIC

MICHELE KONRAD
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires 8/18/2015

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 11 day of February 2011.


Sharon Kennedy

Address: 4213 Holbrook Road
Randallstown, MD 21133

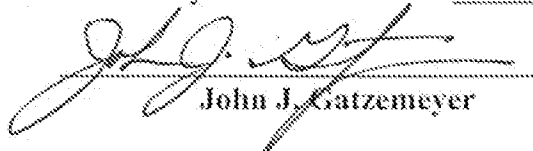
State of New Jersey
County of Middlesex

On this 11th day of February 2011, before me, a Notary Public in and for the State and County aforesaid, personally appeared the above signatory, known to me to be the person of that name, who executed the foregoing instrument in my presence.


NOTARY PUBLIC

MICHELE KONRAD
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires 8/18/2015

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 11 day of FEBRUARY 2011.


John J. Gatzemeyer

Address: 85 Rohill Road
Hillsborough, NJ 08844

State of New Jersey
County of Middlesex

On this 11th day of February 2011, before me, a Notary Public in and for the State and County aforesaid, personally appeared the above signatory, known to me to be the person of that name, who executed the foregoing instrument in my presence.


NOTARY PUBLIC

MICHELE KONRAD
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires 8/18/2015

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 9 day of Feb 2011

Eduardo J. Jimenez
Eduardo J. Jimenez

Address: 21 Manor Drive
Manalapan, NJ 07726

State of New Jersey
County of Middlesex

On this 9th day of February 2011, before me, a Notary Public in and for the State and County aforesaid, personally appeared the above signatory, known to me to be the person of that name, who executed the foregoing instrument in my presence.

Michele Konrad
NOTARY PUBLIC

MICHELE KONRAD
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires 8/18/2015