

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
TRISA HOLDING AG	08/17/2010
RECEIVING PARTY DATA	
Name:	Colgate-Palmolive Company
Street Address:	300 Park Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29352000
CORRESPONDENCE DATA	
Fax Number:	(732)878-7660
Phone:	732-878-7500
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<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:	Colgate-Palmolive Company
Address Line 1:	909 River Road
Address Line 4:	Piscataway, NEW JERSEY 08855
ATTORNEY DOCKET NUMBER:	8370-03-TB
NAME OF SUBMITTER:	Amy M. Fernandez
Total Attachments: 3 source=8370-03-TB (Assignment) Trisa to Colgate#page1.tif source=8370-03-TB (Assignment) Trisa to Colgate#page2.tif source=8370-03-TB (Assignment) Trisa to Colgate#page3.tif	

CH \$40.00 29352000

ASSIGNMENT

Trisa Holding AG to Colgate-Palmolive Company

WHEREAS, TRISA HOLDING AG, a corporation with offices at Kantonsstrasse 31, CH-6234 Triengen, Switzerland is the Assignee of inventions for which applications for Letters Patents of the United States were filed as identified in the attached Annex A; 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 08855, desires to acquire from TRISA HOLDING AG all right, title and interest in and to the applications for Letters Patents of the United States identified in the attached Annex A;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, TRISA HOLDING AG, by these presents do sell, assign and transfer to COLGATE-PALMOLIVE COMPANY, the full and exclusive right, title and interest in and to the aforesaid inventions, the aforesaid U.S. and all corresponding foreign patent applications, all divisional, continuation, continuation-in-part, reissue and reexamination applications of the aforesaid U.S. application, and all Letters Patent or comparable rights issuing thereon in the United States and in all foreign countries, together with the right 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 TRISA HOLDING AG hereby authorize and request the U.S. 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 COLGATE-PALMOLIVE COMPANY, or to its successors, assigns or legal representatives;

(Sheet 1 of 2)

TRISA HOLDING AG hereby covenant that it has the full right to convey the entire interest herein assigned, and further that TRISA HOLDING AG has not executed, and will not execute, any agreement in conflict herewith;

TRISA HOLDING AG hereby agrees, upon request, to execute any instrument which COLGATE-PALMOLIVE COMPANY desires to carry this Assignment into effect and to perfect the title transferred hereby;

IN TESTIMONY WHEREOF, TRISA HOLDING AG has caused this Assignment to be executed by duly authorized representative.

TRISA HOLDING AG  
Dated: 17 August 2010  
By: [Signature]  
Name: Philipp Henniger, Adnan Henniger  
Title: Member of the board

On this 17 day of August 2010, before me, a Notary Public in and for Tiengen, personally appeared the above signatory, known to me to be the person of that name, who executed the foregoing instrument in my presence.



[Signature]  
Notary Public

ANNEX A

List of Applications for Letters Patents of the United States to be  
Assigned to Colgate-Palmolive Company

CP Ref.	U.S. Serial No.	Title	Trisa Inventor
7979-03	12/724839	Display Package	Andreas Haefliger
8369-00	12/201027	Oral Care Implement	Armin Baertschi
8369-01	29/351996	Toothbrush	Armin Baertschi
8369-02	29/351995	Toothbrush	Armin Baertschi
8369-03	29/351994	Toothbrush	Armin Baertschi
8369-04	29/351997	Toothbrush	Armin Baertschi
8369-05	29/352004	Toothbrush	Armin Baertschi
8370-00	29/352007	Toothbrush	Armin Baertschi
8370-01	29/351993	Toothbrush	Armin Baertschi
8370-02	29/352003	Toothbrush	Armin Baertschi
8370-03	29/352000	Toothbrush	Armin Baertschi
8749-00	12/547914	Oral Care Implement Having a Turbine-Like Arrangement of Cleaning Elements	Armin Baertschi