

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>Robert Moskovich</td> <td>02/13/2012</td> </tr> <tr> <td>Michael Rooney</td> <td>02/08/2012</td> </tr> <tr> <td>Douglas Hohlbein</td> <td>02/13/2012</td> </tr> </tbody> </table>		Name	Execution Date	Robert Moskovich	02/13/2012	Michael Rooney	02/08/2012	Douglas Hohlbein	02/13/2012		
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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
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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>US1227163</td> </tr> </tbody> </table>		Property Type	Number	PCT Number:	US1227163						
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PCT Number:	US1227163										
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:	9391-00-TB										
NAME OF SUBMITTER:	Amy M. Fernandez										
<p>Total Attachments: 3 source=9391-00-TB Executed Assignment#page1.tif source=9391-00-TB Executed Assignment#page2.tif source=9391-00-TB Executed Assignment#page3.tif</p>											

CH \$40.00 US1227163

ASSIGNMENT

WHEREAS, WE, **Robert Moskovich, Michael Rooney and Douglas Hohlbein** (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/US2012/27163, filed March 1, 2012, naming the ASSIGNOR(S) as inventor(s), and entitled "**ORAL CARE IMPLEMENT**"; 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.

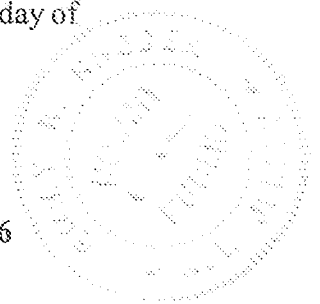
ASSIGNOR(S) hereby authorize attorneys for ASSIGNEE to enter on this document any applicable serial numbers and filing dates after ASSIGNOR(S') execution of this document.

This Assignment is effective as of: March 1, 2012.
(date of filing)

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 13 day of FEBRUARY 2012

EMILY R. RHODEN
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires 7/28/2015

Robert Moskovich
Address: 20 Jensen Street
East Brunswick, NJ 08816



State of New Jersey
County of Middlesex

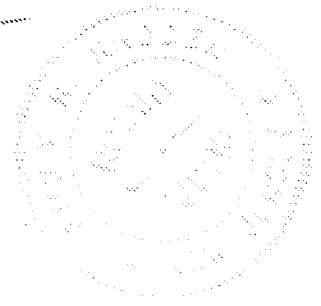
On this 13th day of February 2012, before me, a Notary Public in and for the State and County aforesaid, personally appeared the above signatory, known to me to be the person of that name, who executed the foregoing instrument in my presence.

[Signature]
NOTARY PUBLIC

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 8 day of February 2012

EMILY R. RHODEN
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires 7/28/2015

Michael Rooney
Address: 63 Locust Avenue
Millburn, New Jersey 07041
United States of America



State of New Jersey
County of Middlesex

On this 8th day of February 2012, 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.

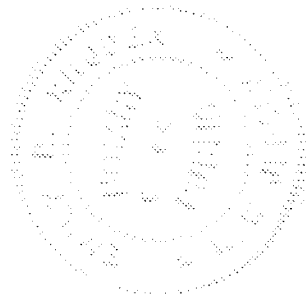
[Signature]
NOTARY PUBLIC

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 13 day of
FEB 2012

D. Hohlbein
Douglas Hohlbein

EMILY R. RHODEN
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires 7/28/2015

Address: 134 Reservoir Road
Hopewell, New Jersey 08525
United States of America



State of New Jersey
County of Middlesex

On this 13th day of February 2012, before me, a Notary Public in
and for the State and County aforesaid, personally appeared the above signatory, known to me to
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[Signature]
NOTARY PUBLIC