

## PATENT ASSIGNMENT

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| SUBMISSION TYPE:  | NEW ASSIGNMENT               |
| NATURE OF CONVEYANCE:   | ASSIGNMENT                   |
| CONVEYING PARTY DATA  |                              |
| Name  | Execution Date               |
| Design Storz GmbH   | 02/17/2012                   |
| 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                       |
| PCT Number:   | US1227163                    |
| CORRESPONDENCE DATA   |                              |
| 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>   |                              |
| Correspondent Name:   | Colgate-Palmolive Company    |
| Address Line 1:   | 909 River Road               |
| Address Line 4:   | Piscataway, NEW JERSEY 08855 |
| ATTORNEY DOCKET NUMBER:   | 9391-00-TB                   |
| NAME OF SUBMITTER:  | Amy M. Fernandez             |
| Total Attachments: 3<br>source=9391-00-TB Executed Assignment#page7.tif<br>source=9391-00-TB Executed Assignment#page8.tif<br>source=9391-00-TB Executed Assignment#page9.tif |                              |

CH \$40.00 US1227163

ASSIGNMENT

WHEREAS, WE, **Design Storz GmbH** (below referred to as ASSIGNORS), having a place of business at 5700 Zell am See, Weisenweg 18, Austria, have obtained the rights to 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, 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 \_\_\_\_\_ day of

\_\_\_\_\_ 20\_\_.

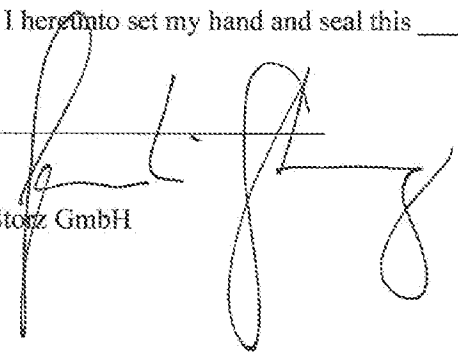
Zell am See

17. Feb. 2012

Name:

Title:

Design Storz GmbH



State of

County of

On this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_, 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

Gebühr in Höhe von € 14,30 entrichtet.  
Dr. Hans Reitstätter, öffentl. Notar, Zell  
am See.

Beurkundungsregisterzahl: 309 / 2012

Ich beglaube die Echtheit der Firmazeichnung von Herrn Joachim **Storz**, geboren am 09.09.1947 (neunten September neunzehnhundertsiebenundvierzig), Von-Götz-Weg Nr. 15-16, A-5700 Zell am See, als *Geschäftsführer* der **Design Storz GmbH** mit dem Sitz in Zell am See. -----

Auf Grund der heute vorgenommenen Einsichtnahme in das elektronisch geführte Firmenbuch bestätige ich gemäß Paragraph 89a (neunundachtzig a) der Notariatsordnung, dass Herr *Joachim Storz* am heutigen Tage berechtigt ist, für die unter der Firmenbuchnummer 51044 s protokollierte **Design Storz GmbH** mit dem Sitz in Zell am See allein rechtsverbindlich zu zeichnen. -----  
Zell am See, am 17.02.2012 (siebzehnten Februar zweitausendzwoölf). -----



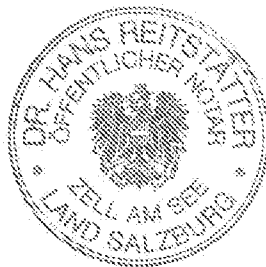
*Calid*  
*Dr*

Fee in the amount of € 14,30 paid.  
Dr. Hans Reitstätter, Notary  
Public, Zell am See.

File number: 309 / 2012

I herewith certify the authenticity of the execution of the signature of Mister Joachim **Storz**, born on 09.09.1947 (ninth of September nineteen-hundred-forty-seven), Von-Götz-Weg Nr. 15-16, A-5700 Zell am See, in his capacity as *managing director* of **Design Storz GmbH** having its principal office in the political district of the municipality of Zell am See. -----

Further, in compliance with § 89a Notary's Order I herewith certify that, according to today's inspection of the data bases containing the Company Register, Mister Joachim **Storz**, born on 09.09.1947, is entitled to sign solely for and on behalf of *Design Storz GmbH* having its principal office in the political district of the municipality of Zell am See, registered under number FN 51044 s. -----  
Zell am See, this 17<sup>th</sup> of February 17, 2012 (seventeenth of February two-thousand-twelve). -----



*Calid*  
*Dr*

**PATENT**

**RECORDED: 03/02/2012**

**REEL: 027798 FRAME: 0178**