

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>Akihito KAWAHARA</td> <td>12/01/2011</td> </tr> <tr> <td>Hiroshi KODAMA</td> <td>11/28/2011</td> </tr> <tr> <td>Katsutoshi ARA</td> <td>12/13/2011</td> </tr> </tbody> </table>		Name	Execution Date	Akihito KAWAHARA	12/01/2011	Hiroshi KODAMA	11/28/2011	Katsutoshi ARA	12/13/2011
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Akihito KAWAHARA	12/01/2011								
Hiroshi KODAMA	11/28/2011								
Katsutoshi ARA	12/13/2011								
RECEIVING PARTY DATA									
Name:	Kao Corporation								
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City:	Tokyo								
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Postal Code:	103-8210								
PROPERTY NUMBERS Total: 1									
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13499480</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13499480				
Property Type	Number								
Application Number:	13499480								
CORRESPONDENCE DATA									
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ATTORNEY DOCKET NUMBER:	2537.0650002/MAC								
NAME OF SUBMITTER:	Michele A. Cimbala, Reg. No. 33,851								
Total Attachments: 2 source=2537_0650002_Assignment#page1.tif source=2537_0650002_Assignment#page2.tif									

OP \$40.00 13499480

KS11091X
(P2010-045)

ASSIGNMENT

In consideration of the sum of One Dollar (\$1.00) or equivalent and other good and valuable consideration paid to each of the undersigned inventors: _____

(1) Akihito KAWAHARA (2) Hiroshi KODAMA (3) Katsutoshi ARA

_____, hereby sell and assign to KAO CORPORATION, a corporation formed under the laws of Japan, whose mailing address is 14-10, Nihonbashi Kayabacho 1-chome, Chuo-ku, Tokyo, 103-8210 Japan (hereafter referred to as the Assignee), his/her entire right, title and interest, including the right to sue for past infringement and to collect for all past, present and future damages, for the United States of America (as defined in 35 U.S.C. § 100) and throughout the world,

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April 12, 2012

(a) in the invention(s) known as MODIFIED PROMOTER for which application(s) for patent in the United States of America has a filing date or a 371(c) date of _____ (also known as United States Application No. 13/499,480, which is the U.S. national phase of International Application No. PCT/JP2010/068783, International Filing Date October 18, 2010), in any and all applications thereon, in any and all Letters Patent(s) therefor, and

(b) in any and all applications that claim the benefit of the patent application listed above in part (a), including non-provisional applications, continuing (continuation, divisional, or continuation-in-part) applications, reissues, extensions, renewals and reexaminations of the patent application or Letters Patent therefor listed above in part (a), to the full extent of the term or terms for which Letters Patents issue, and

(c) in any and all inventions described in the patent application listed above in part (a), and in any and all forms of intellectual and industrial property protection derivable from such patent application, and that are derivable from any and all continuing applications, reissues, extensions, renewals and reexaminations of such patent application, including, without limitation, patents, applications, utility models, inventor's certificates, and designs together with the right to file applications therefor; and including the right to claim the same priority rights from any previously filed applications under the International Agreement for the Protection of Industrial Property, or any other international agreement, or the domestic laws of the country in which any such application is filed, as may be applicable;

all such rights, title and interest to be held and enjoyed by the above-named Assignee, its successors, legal representatives and assigns to the same extent as all such rights, title and interest would have been held and enjoyed by the Assignor had this assignment and sale not been made.

The undersigned inventors agree to execute all papers necessary in connection with the application(s) and any non-provisional, continuing (continuation, divisional, or continuation-in-part), reissue, reexamination or corresponding application(s) thereof and also

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to execute separate assignments in connection with such application(s) as the Assignee may deem necessary or expedient.

The undersigned inventors agree to execute all papers necessary in connection with any interference or patent enforcement action (judicial or otherwise) related to the application(s) or any non-provisional, continuing (continuation, divisional, or continuation-in-part), reissue or reexamination application(s) thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference or patent enforcement action.

The undersigned inventors hereby represent that he/she has full right to convey the entire interest herein assigned, and that he/she has not executed, and will not execute, any - agreement in conflict therewith.

The undersigned inventors hereby grant the patent practitioners associated with **CUSTOMER NUMBER 26111** the power to insert in this assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

IN WITNESS WHEREOF, executed by the undersigned inventors on the date opposite his/her name.

Date: 1/12/2011 Signature of Inventor: Akihito Kawahara

Akihito KAWAHARA

Date: 28/11/2011 Signature of Inventor: Hiroshi Kodama

Hiroshi KODAMA

Date: 13/12/2011 Signature of Inventor: Katsutoshi Ara

Katsutoshi ARA

Date: _____ Signature of Inventor: _____

Date: _____ Signature of Inventor: _____

Date: _____ Signature of Inventor: _____

Date: _____ Signature of Inventor: _____

Date: _____ Signature of Inventor: _____

SIGNED on behalf of the said ASSIGNEE,

By: Norimasa Yoshida

Name: Norimasa YOSHIDA

Title: Vice President Global Intellectual Property

Date: December 19, 2011