

## PATENT ASSIGNMENT

Electronic Version v1.1  
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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>John C. Crawford</td> <td>06/04/2012</td> </tr> <tr> <td>Kiat-Cheong Toh</td> <td>06/01/2012</td> </tr> </tbody> </table>  |                           | Name          | Execution Date            | John C. Crawford    | 06/04/2012      | Kiat-Cheong Toh | 06/01/2012 |                |          |              |       |
| Name   | Execution Date            |               |                           |                     |                 |                 |            |                |          |              |       |
| John C. Crawford   | 06/04/2012                |               |                           |                     |                 |                 |            |                |          |              |       |
| Kiat-Cheong Toh  | 06/01/2012                |               |                           |                     |                 |                 |            |                |          |              |       |
| 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 |               |                           |                     |                 |                 |            |                |          |              |       |
| Street Address:  | 300 Park Avenue           |               |                           |                     |                 |                 |            |                |          |              |       |
| City:  | New York                  |               |                           |                     |                 |                 |            |                |          |              |       |
| State/Country:   | NEW YORK                  |               |                           |                     |                 |                 |            |                |          |              |       |
| Postal Code:   | 10022                     |               |                           |                     |                 |                 |            |                |          |              |       |
| 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>29424035</td> </tr> </tbody> </table>  |                           | Property Type | Number                    | Application Number: | 29424035        |                 |            |                |          |              |       |
| Property Type  | Number                    |               |                           |                     |                 |                 |            |                |          |              |       |
| Application Number:  | 29424035                  |               |                           |                     |                 |                 |            |                |          |              |       |
| CORRESPONDENCE DATA  |                           |               |                           |                     |                 |                 |            |                |          |              |       |
| <p>Fax Number: (732)878-7660</p> <p>Phone: 732-878-7500</p> <p>Email: patentdocketing@colpal.com</p> <p><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</p> <p>Address Line 1: 909 River Road</p> <p>Address Line 4: Piscataway, NEW JERSEY 08855</p> |                           |               |                           |                     |                 |                 |            |                |          |              |       |
| ATTORNEY DOCKET NUMBER:  | 9696-00-PCP               |               |                           |                     |                 |                 |            |                |          |              |       |
| NAME OF SUBMITTER:   | Judy Chung                |               |                           |                     |                 |                 |            |                |          |              |       |
| <p>Total Attachments: 3</p> <p>source=9696-00-PCP Executed Assignment#page1.tif</p> <p>source=9696-00-PCP Executed Assignment#page2.tif</p> <p>source=9696-00-PCP Executed Assignment#page3.tif</p>  |                           |               |                           |                     |                 |                 |            |                |          |              |       |

CH \$40.00 29424035

**ASSIGNMENT**

WHEREAS, WE, John C. CRAWFORD and Kiat-Cheong TOH (below referred to as ASSIGNORS), residing, respectively, as set forth hereinafter, have made an invention for which application for Letters Patent of the United States was filed in the United States Patent and Trademark Office as Application Serial No. 29/424035, filed June 7, 2012, naming the ASSIGNOR(S) as inventor(s), and entitled **CONTAINER**; 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 United States 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 United States 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: June 7, 2012.  
(date of filing)

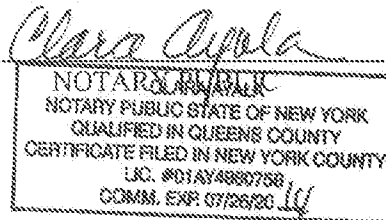
IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 4th day of  
JUNE 2012

John C. Crawford  
John C. CRAWFORD

Address: 809 South Lake Blvd.  
Mahopac, New York 10541  
United States of America

State of New York  
County of New York

On this 4th day of June 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.



IN TESTIMONY WHEREOF, I hereunto set my hand and seal this \_\_\_\_\_ day of  
\_\_\_\_\_ 20\_\_

Kiat-Cheong TOH

Address: 100-25 Queens Blvd., Apt. 5BB  
Forest Hills, New York 11375  
United States of America

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

(Sheet 2 of 2)

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_.

**John C. CRAWFORD**

**Address:** 809 South Lake Blvd.  
Mahopac, New York 10541  
United States of America

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

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 1<sup>st</sup> day of June 2012

  
\_\_\_\_\_  
**Kiat-Cheong TOH**

**Address:** 100-25 Queens Blvd., Apt. 5BB  
Forest Hills, New York 11375  
United States of America

State of  
County of

On this 1<sup>st</sup> day of JUNE 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.

  
\_\_\_\_\_  
NOTARY PUBLIC

CHRISTOPHER OTTATI  
Notary Public, State of New York  
No 01OT6217469  
Qualified in Kings County  
Commission Expires February 8, 2014

(Sheet 2 of 2)

**PATENT**

RECORDED: 06/22/2012

REEL: 028425 FRAME: 0043