

PATENT ASSIGNMENT

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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>Marcus James Blachford</td> <td>06/06/2012</td> </tr> <tr> <td>Daniel Huw Reynolds</td> <td>06/15/2012</td> </tr> <tr> <td>Dai Sanders</td> <td>06/06/2012</td> </tr> </tbody> </table>		Name	Execution Date	Marcus James Blachford	06/06/2012	Daniel Huw Reynolds	06/15/2012	Dai Sanders	06/06/2012		
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>Reckitt & Colman (Overseas) Limited</td> </tr> <tr> <td>Street Address:</td> <td>103-105 Bath Road</td> </tr> <tr> <td>City:</td> <td>Slough, Berkshire</td> </tr> <tr> <td>State/Country:</td> <td>UNITED KINGDOM</td> </tr> <tr> <td>Postal Code:</td> <td>SL1 3UH</td> </tr> </table>		Name:	Reckitt & Colman (Overseas) Limited	Street Address:	103-105 Bath Road	City:	Slough, Berkshire	State/Country:	UNITED KINGDOM	Postal Code:	SL1 3UH
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Application Number:	29420653										
CORRESPONDENCE DATA											
Fax Number:	2128080844										
Phone:	2128080700										
Email:	jkelly@nmmlaw.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:	Norris McLaughlin & Marcus PA										
Address Line 1:	875 Third Avenue, 8th Floor										
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ATTORNEY DOCKET NUMBER:	102792-1342										
NAME OF SUBMITTER:	Mark D. Marin										
Total Attachments: 2 source=102792-1342ExecAsst#page1.tif source=102792-1342ExecAsst#page2.tif											

CH \$40.00 29420653

ASSIGNMENT

In consideration of One Dollar (\$1.00) in hand paid and other good and valuable considerations, the receipt of which is hereby acknowledged, the undersigned [hereinafter (collectively) named "Assignor"] hereby assigns and transfers to

**Reckitt & Colman (Overseas) Limited
103-105 Bath Road
Slough, Berkshire
SL1 3UH
UNITED KINGDOM**

a British corporation (hereinafter named "Assignee"), its successors, legal representatives and assigns, the entire right, title and interest in and to Assignor's application for Letters Patent of the United States, Application Serial No. 29/420,653 filed on 11 May 2012, entitled

AIR FRESHENER

and to Assignor's entire right, title and interest in any and all inventions, whether joint or sole, disclosed in said application for Letters Patent, and in any and all divisional or continuation or renewal applications that may be filed for United States Letters Patent for any and all of said inventions, and in and to any and all patents that may be granted on the foregoing applications and any reissue or extension thereof.

The Assignor hereby authorizes and requests the Commissioner of Patents to issue any and all of said Letters Patent to said Assignee.

For said consideration, the Assignor hereby agrees upon the request of said Assignee, its successors, legal representatives or assigns, to execute any and all United States divisional, continuation and renewal applications for said invention, and any and all necessary oaths, supplemental oaths or declarations or supplemental declarations or affidavits relating thereto, and any application for the reissue or extension of any United States Letters Patent that may be granted upon said application that said Assignee, its successors, legal representatives or assigns may deem necessary or expedient.

For the said consideration the Assignor further agrees upon the request of said Assignee, its successors, legal representatives or assigns, in the event of said application or any division thereof, or Letters Patent issued thereon or any reissue or application for the reissue thereof, becoming involved in interference, to cooperate to the best of the ability of the Assignor with said Assignee, its successors, legal representatives or assigns in the matters of preparing and executing the Preliminary Statement and giving and producing evidence in support thereof, the Assignor hereby agreeing to perform upon such request, any and all affirmative acts necessary to obtain said Letters Patent and vest all rights therein hereby conveyed in said Assignee, its successors, legal representatives or assigns as fully and entirely as the same would have been held and enjoyed by the assignor if this assignment and sale had not been made.

Assignor hereby binds himself, his heirs, legal representatives, administrators, and assigns properly to execute without further consideration, any and all applications, petitions, oaths, assignments

or other papers and instruments which may be necessary in order to carry into full force and effect the sale, assignment and transfer hereby made, or intended or agreed to be made.

And for said considerations, the Assignor hereby assigns to said Assignee, its successors, legal representatives and assigns, the entire right, title and interest in said invention or improvement for any and all foreign countries and agrees upon the request of said Assignee, its successors, legal representatives or assigns to execute any and all documents that shall be required of the Assignor to be executed in connection with any and all applications for foreign Letters Patent therefor, including the prosecution thereof, and to execute any and all documents necessary to invest title in said foreign applications and patents in said Assignee, its successors, legal representatives or assigns.

Signature: 
Marcus James BLACHFORD

Date: 6/6/12

Signature: 
Daniel Huw REYNOLDS

Date: 15/6/12

Signature: 
Dai SANDERS

Date: 6/6/12