

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Braun GmbH	10/24/2012
RECEIVING PARTY DATA	
Name:	The Gillette Company
Street Address:	One Gillette Park, IP/Legal Patent Dept. 3E
Internal Address:	Attn: Chief Patent Counsel
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02127
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29411853
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Address Line 4:	Cincinnati, OHIO 45202
ATTORNEY DOCKET NUMBER:	ZD-6112
NAME OF SUBMITTER:	David M. Weirich
Total Attachments: 1 source=ZD06112_assignment_to_gillette-24 10 2012#page1.tif	

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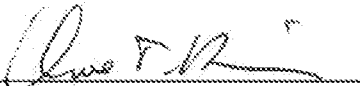
## G L O B A L   G E N E R A L   A S S I G N M E N T

WHEREAS by assignment recorded in the U.S. Patent and Trademark Office at Reel 027604, Frame 0946, Braun GmbH is the sole owner of certain invention(s), as set forth in a patent application (including industrial designs and utility models), whether claimed or unclaimed, entitled TOOTHBRUSH PACKAGING, filed in the name(s) of Christian Stief, Attorney's Docket No. ZD-6112 and filed in the United States Patent Office as Number 29/411,853, on January 26, 2012. (Braun GmbH grants the hereinafter named assignee and/or any person authorized thereby, the power to insert the Serial Number and filing date of said application in this document when ascertained.)

For valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Braun GmbH assigns to The Gillette Company, its legal representatives, successors and assigns, all right, title, and interest owned by Braun GmbH, in the United States and throughout the world, in, to and under said invention(s) and all patents, patent applications, patent rights, and inventor's certificates thereof, therefore, and therein, including without limitation said application, all divisions and continuations thereof, all patents which may be granted thereon, all reissues and extensions thereof, all patents which may be granted for said invention(s) by states or nations other than the United States, or by other authority, entity, or organization, and all applications therefore (including the right to claim priority of the filing date of said application in the United States and/or under international conventions), as fully and completely as the same would have been held by Braun GmbH had this assignment not been made. The entire right, title and interest shall vest irrevocably in The Gillette Company. Braun GmbH further agrees upon request, without additional compensation, but at no expense to Braun GmbH, to assist The Gillette Company in obtaining signatures for any applications or any other legal documents as may be necessary or desirable to vest the enjoyment of the rights assigned to The Gillette Company, its legal representatives, successors and assigns, or as The Gillette Company may direct.

Braun GmbH requests and authorizes the Commissioner of Patents and Trademarks and/or appropriately empowered officials of foreign countries to issue any and all Patent(s) and/or letters patent(s) which may be granted for said invention(s) herein assigned and as set forth in U. S. Application Serial Number 29/411,853 to The Gillette Company, its legal representatives, successors or assigns, as the sole owner of the entire right, title, and interest in said Patent(s).

This GLOBAL GENERAL ASSIGNMENT is effective as of the earlier of 1) the date of execution shown below, or 2) the filing date of the first-filed of said patent application(s).

Signed:   
ppa. Uwe Hirsch

24/10/2012  
Date

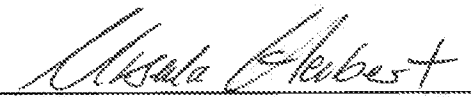
For: Braun GmbH

Title: Patent Manager and Authorized Signatory

On this 24th day of October, 2012, before me personally appeared Uwe HIRSCH, to me known to be the person named in and who executed the above instrument, and acknowledged to me that he executed the same for the uses and purposes therein set forth. I make this statement conscientiously and with the knowledge that knowingly making false statements herein may be punishable by law.

Ursula Herbert

Witness printed name

  
Witness signature