

## 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>Hirotsugu OGURA</td> <td>03/01/2013</td> </tr> <tr> <td>Hiroaki SHINDO</td> <td>03/01/2013</td> </tr> </tbody> </table>		Name	Execution Date	Hirotsugu OGURA	03/01/2013	Hiroaki SHINDO	03/01/2013				
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>Name:</td> <td>LION CORPORATION</td> </tr> <tr> <td>Street Address:</td> <td>3-7, Honjo 1-chome</td> </tr> <tr> <td>City:</td> <td>Sumida-ku, Tokyo</td> </tr> <tr> <td>State/Country:</td> <td>JAPAN</td> </tr> <tr> <td>Postal Code:</td> <td>130-8644</td> </tr> </table>		Name:	LION CORPORATION	Street Address:	3-7, Honjo 1-chome	City:	Sumida-ku, Tokyo	State/Country:	JAPAN	Postal Code:	130-8644
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number: 6123329081  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 612.332.5300        Email: azwack@merchantgould.com        Correspondent Name: Dianna G. El Hioum        Address Line 1: P.O. Box 2903        Address Line 4: Minneapolis, MINNESOTA 55402-0903</p>											
ATTORNEY DOCKET NUMBER:	13869.0096FPWO										
NAME OF SUBMITTER:	Dianna G. El Hioum										
<p>Total Attachments: 2        source=Assignment#page1.tif        source=Assignment#page2.tif</p>											

OP \$40.00 13821564

INSTRUCTIONS

US ASSIGNMENT TO CORPORATION

WHEREAS,

Inventor(s) Name,  
Address, Citizenship

1. Hirotsugu OGURA residing at Tokyo, Japan and a citizen of Japan;
2. Hiroaki SHINDO residing at Tokyo, Japan and a citizen of Japan;

Check the appropriate box and fill  
in the requested information:

(herein called "THE UNDERSIGNED") have made an invention and have  
executed an application for Letters Patent of the United States entitled

- select the first check box  
if the application is a  
national stage of a PCT  
application and provide  
the international  
application number and  
filing date before sending  
the assignment for  
execution;

LIQUID DETERGENT COMPOSITION

\_\_\_\_\_ and  
which:

- select the second check  
box if the application will  
be filed without the  
executed assignment -  
once the assignment is  
executed and the serial  
number and filing date of  
the U.S. application are  
known, provide this  
information before  
recordation;
- select the third check box  
if the application was  
previously filed and  
provide the serial number  
and filing date before  
sending the assignment for  
execution; or
- select the fourth check box  
if the application will be  
filed with the application.

- ☒ is the national stage application of International Application No.  
PCT/JP2011/070727 filed on September 12, 2011;
- ☐ will be filed without this executed PATENT ASSIGNMENT. THE  
UNDERSIGNED hereby authorizes, and requests, ASSIGNEE'S  
legal representatives, of Merchant & Gould PC, who are associated  
with customer number 23552, to insert here in parenthesis (U.S.  
Serial No. \_\_\_\_\_, filed \_\_\_\_\_) this  
application's U.S. Serial Number and filing date, when known;
- ☐ was filed on \_\_\_\_\_ and was given U.S. Serial No.  
\_\_\_\_\_ ; or
- ☐ is filed concurrently herewith;

Name of Corporation

AND WHEREAS LION CORPORATION (herein called "ASSIGNEE"), a  
corporation organized under the laws of Japan, and having an office and place of  
business at 3-7, Honjo 1-chome, Sumida-ku, Tokyo 130-8644 Japan

State or Country of  
Incorporation and Address

wishes to acquire the entire right, title and interest in and to said invention and  
patent application and any Letters Patent to be obtained therefor;

NOW, THEREFORE, for and in consideration of the sum of One Dollar and  
other good and valuable consideration, the receipt and sufficiency of which is  
hereby acknowledged, THE UNDERSIGNED hereby sell, assign and transfer to  
the ASSIGNEE, its successors and assigns, the entire right, title and interest for  
the United States in and to the invention disclosed in the aforesaid application,  
and in and to the said application, all divisions, continuations, or renewals  
thereof, all Letters Patent which may be granted therefrom, and all reissues or  
extensions of such patents, and THE UNDERSIGNED hereby authorize and  
request the Commissioner of Patents to issue any and all United States Letters  
Patent for the aforesaid invention to the ASSIGNEE of the entire right, title and  
interest in and to the same, for the use of the ASSIGNEE, its successors and

assigns.

THE UNDERSIGNED hereby agree that THE UNDERSIGNED, their executors and legal representatives will make, execute and deliver (without charge but at the expense of the ASSIGNEE) any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said ASSIGNEE, its successors and representatives all facts known to THE UNDERSIGNED relating to said invention and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable to vest the ASSIGNEE, its successors or assigns the entire right, title and interest in and to the said invention, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

THE UNDERSIGNED represent and agree with said ASSIGNEE its successors and assigns, that no assignment grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by THE UNDERSIGNED, and that full right to convey the same as herein expressed is possessed by THE UNDERSIGNED.

IN TESTIMONY WHEREOF, THE UNDERSIGNED have hereunto set their hand on the dates indicated below.

Each inventor must sign & date

Hirotsugu Ogura March 1, 2013  
Signature: Hirotsugu OGURA Date

Note: No legalization or

other witness required

SHINDO HIROAKI March 1, 2013  
Signature: Hiroaki SHINDO Date