

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
McNEIL-PPC, Inc.	03/11/2013

RECEIVING PARTY DATA

Name:	Dr. Fresh, LLC
Street Address:	6645 Caballero Boulevard
City:	Buena Park
State/Country:	CALIFORNIA
Postal Code:	90620

PROPERTY NUMBERS Total: 11

Property Type	Number
Patent Number:	D406464
Patent Number:	D396349
Patent Number:	D448171
Patent Number:	D448173
Patent Number:	D448172
Patent Number:	D448569
Patent Number:	D448571
Patent Number:	D448174
Patent Number:	D447873
Patent Number:	D454698
Patent Number:	D454700

CORRESPONDENCE DATA

Fax Number: 7144277799
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 714-427-7405

CH \$440.00 D406464

Email: cneu@swlaw.com
Correspondent Name: Ketan S. Vakil, SNELL & WILMER L.L.P.
Address Line 1: 600 Anton Boulevard
Address Line 2: Suite 1400
Address Line 4: Costa Mesa, CALIFORNIA 92626

ATTORNEY DOCKET NUMBER:	11781-0001
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NAME OF SUBMITTER:	Ketan S. Vakil
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Total Attachments: 6

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GENERAL PATENT ASSIGNMENT

WHEREAS, McNEIL-PPC, Inc., a New Jersey corporation (hereinafter, "Assignor"), is the sole and exclusive owner of the patents and industrial designs identified in attached Schedule 1-A (hereafter the "Patents"); and

WHEREAS, Assignor desires to assign all of the Assignor's right, title and interest in and to the Patents to Dr. Fresh, LLC, a Delaware limited liability company (hereinafter, "Assignee"), in accordance with the terms of the Asset Purchase Agreement, dated as of December 14, 2012, between Assignor and Assignee;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign and transfer unto Assignee, and Assignee does hereby accept, all of Assignor's rights, title and interest in and to the Patents, including any continuations, divisions, continuations-in-part, reissues, reexaminations and extensions thereof, together with all preliminary invention records with respect thereto and all claims which may be obtained therefrom and all income and royalties arising or payable after the date of this assignment and all rights, claims and credits of Assignor or any of its affiliates relating thereto, including rights to sue for infringement of intellectual property relating to thereto in accordance with the provisions of the Asset Purchase Agreement. Assignor undertakes within twelve months hereof to duly execute, or have duly executed, any further documents reasonably necessary to record the transfer of title effected hereby as prepared by Assignee. Assignee shall bear any and all costs and fees for recording the transfer of title, including attorneys' and agents' fees therefor.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original, and together shall constitute one and the same assignment; it being understood that the parties hereto need not sign the same counterpart.

[signature pages follow]

IN WITNESS WHEREOF, Assignor and Assignee have caused these presents to be executed by their duly authorized officers or agents on this 11th day of March, 2013.

ASSIGNOR: McNEIL-PPC, INC.

By: [Signature]

Name: James P. Barr

Title: Assistant Secretary

Before me this 11th day of March, 2013 personally appeared _____ known to me to be the person who executed the above-written Assignment on behalf of McNEIL-PPC, Inc.

ANN V. NICHOLSON
NOTARY PUBLIC OF NEW JERSEY
Commission Expires 3/16/2014

[Signature]

Notary Public

ASSIGNEE: DR. FRESH, LLC

By: [Signature]

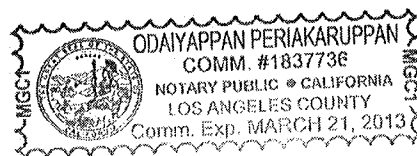
Name: Doug Corbett

Title: CEO

Before me this 14 day of March, 2013 personally appeared Doug Corbett known to me to be the person who executed the above-written Assignment on behalf of Dr. Fresh, LLC.

[Signature]

Notary Public



SCHEDULE 1-A

	J&J Internal Reference	Country	Title	Filing Date	Filing Number	Grant Date	Grant Number	Current Owner Reel/Frame
1.	JDC0275USA ¹	US	BRUSHHEAD FOR A TOOTHBRUSH	08/14/1996	29/058420	03/09/1999	D406464	Johnson & Johnson Consumer Companies, Inc. (via company name change from Johnson & Johnson Consumer Products Inc.) Reel/Frame 007507/0921
2.	JDC0283USA ²	US	TOOTHBRUSH (RULE 1.60 CON OF JDC0272)	04/03/1997	29/068564	07/28/1998	D396349	Johnson & Johnson Consumer Companies, Inc. (via company name change from Johnson & Johnson Consumer Products Inc.) Reel/Frame 006507/0822

¹ Part of the JDC0246 family of applications

² Part of the JDC0201 family of applications (29/018916)

3.	JDC0357USA ³	US	BRISTLE HEAD FOR A TOOTHBRUSH	09/20/2000	29/129801	09/25/2001	D448171	McNeil-PPC, Inc. Reel/frame 009895/0597
4.	JDC0358USA ⁴	US	BRISTLE HEAD FOR A TOOTHBRUSH	10/05/2000	29/130757	09/25/2001	D448173	McNeil-PPC, Inc. Reel/frame 009895/0577
5.	JDC0359USA ⁵	US	BRISTLE HEAD FOR A TOOTHBRUSH	10/06/2000	29/130744	09/25/2001	D448172	McNeil-PPC, Inc. Reel/frame 009896/0105

³ Part of the JDC0330 family of applications (29/093459)

⁴ Part of the JDC0329 family of applications (29/093458)

⁵ Part of the JDC0327 family of applications (29/093450)

6.	JDC0360USA ⁶	US	BRISTLE HEAD FOR A TOOTHBRUSH	10/06/2000	29/130743	10/02/2001	D448569	McNeil-PPC, Inc. Reel/frame 009895/0565
7.	JDC0362USA ⁷	US	TOOTHBRUSH (1.53B CONT. OF JDC0332)	10/17/2000	29/131266	10/02/2001	D448571	McNeil-PPC, Inc. Reel/frame 009914/0059
8.	JDC0363USA ⁸	US	TOOTHBRUSH (1.53B CONT. OF JDC0333)	10/17/2000	29/131265	09/25/2001	D448174	McNeil-PPC, Inc. Reel/frame 009937/0743

⁶ Part of the JDC0328 family of applications (29/093457)

⁷ Part of the JDC0332 family of applications (29/093460)

⁸ Part of the JDC0333 family of applications (29/093462)

9.	JDC0364USA ⁹	US	TOOTHBRUSH (1.53B CONT. OF JDC0334)	10/17/2000	29/131262	09/18/2001	D447873	McNeil-PPC, Inc. Reel/frame 009914/003B
10.	JDC0371USA	US	TOOTHBRUSH BODY	03/30/2001	29/139529	03/26/2002	D454698	McNeil-PPC, Inc.
11.	JDC0374USA	US	TOOTHBRUSH HANDLE	03/30/2001	29/139543	03/26/2002	D454700	McNeil-PPC, Inc.

⁹ Part of the JDC0334 family of applications (29/093463)