

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>Roger Phillip Williams</td> <td>03/20/2013</td> </tr> <tr> <td>Marc Richard Bourgeois</td> <td>03/20/2013</td> </tr> </tbody> </table>		Name	Execution Date	Roger Phillip Williams	03/20/2013	Marc Richard Bourgeois	03/20/2013						
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RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>The Procter & Gamble Company</td> </tr> <tr> <td>Street Address:</td> <td>One Procter & Gamble Plaza</td> </tr> <tr> <td>Internal Address:</td> <td>Attn: Chief Patent Counsel</td> </tr> <tr> <td>City:</td> <td>Cincinnati</td> </tr> <tr> <td>State/Country:</td> <td>OHIO</td> </tr> <tr> <td>Postal Code:</td> <td>45202</td> </tr> </table>		Name:	The Procter & Gamble Company	Street Address:	One Procter & Gamble Plaza	Internal Address:	Attn: Chief Patent Counsel	City:	Cincinnati	State/Country:	OHIO	Postal Code:	45202
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CORRESPONDENCE DATA													
<p>Fax Number: 5132772292 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 513-983-8009 Email: wayman.la@pg.com Correspondent Name: Central Docketing Address Line 1: 299 E Sixth St Address Line 2: S4-210 Address Line 4: Cincinnati, OHIO 45202</p>													
ATTORNEY DOCKET NUMBER:	12818												
NAME OF SUBMITTER:	Jeffrey V. Bamber												
<p>Total Attachments: 2 source=12818ASGN#page1.tif source=12818ASGN#page2.tif</p>													

CH \$40.00 13850364

GLOBAL GENERAL ASSIGNMENT

WHEREAS I/we, the undersigned inventor(s) herewith declare that I am the sole inventor/we are the joint inventors and I/we have made certain invention(s), as set forth in a patent application (including industrial designs and utility models), whether claimed or unclaimed, entitled Orienting Apparatus and Method, Attorney's Docket No. 12818 and filed in the United States Patent Office as Number 13/850364, on March 26, 2013. (I/we grant 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.)

Roger Phillip WILLIAMS of 1 Procter & Gamble Plaza, Cincinnati OH, 45202, US;
Marc Richard BOURGEOIS of 1 Procter & Gamble Plaza, Cincinnati OH, 45202, US

I/We made said invention(s) set forth in said patent application while employed by, or otherwise under an obligation to assign said invention(s) to The Procter & Gamble Company or one of its Affiliates, and acknowledge my/our obligation at the time the invention(s) was made to assign said invention(s) to The Procter & Gamble Company or the Affiliate, respectively. Pursuant to said obligation (and in the case of employment by or obligation to the Affiliate, at the request of the Affiliate), and/or for valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I/we assign to The Procter & Gamble Company, its legal representatives, successors and assigns, all right, title, and interest, 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 me/us had this assignment not been made. The entire right, title and interest shall vest irrevocably in The Procter & Gamble Company. I/We further agree upon request, without additional compensation but at no expense to me/us, to execute or assent to any and all applications for said invention(s), and to execute all other legal documents as may be necessary or desirable to vest the enjoyment of the rights assigned to The Procter & Gamble Company, its legal representatives, successors and assigns, or as said Company may direct.

I/We request and authorize 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 _____ to The Procter & Gamble 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: Roger Phillip Williams

Roger Phillip WILLIAMS

3/20/13

Date

STATEMENT OF WITNESS:

I, Robert Cassoni (name of witness), declare that I was personally present and did see Roger Phillip WILLIAMS duly sign and execute the above assignment. I make this Statement conscientiously believing it to be true and knowing that it is of the same force and effect as if made under oath or affirmation, and with the knowledge that knowingly making false statements herein may be punishable by law.

Robert Cassoni

Witness printed name

Robert Cassoni

Witness signature

Signed: Marc Richard Bourgeois

Marc Richard BOURGEOIS

3/20/2013

Date

STATEMENT OF WITNESS:

I, Susan Wick (name of witness), declare that I was personally present and did see Marc Richard BOURGEOIS duly sign and execute the above assignment. I make this Statement conscientiously believing it to be true and knowing that it is of the same force and effect as if made under oath or affirmation, and with the knowledge that knowingly making false statements herein may be punishable by law.

Susan Wick

Witness printed name

Susan Wick

Witness signature