

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>Amy Monica Kempson Etherington</td> <td>05/15/2013</td> </tr> <tr> <td>Thomas Matthew Ward</td> <td>05/15/2013</td> </tr> </tbody> </table>		Name	Execution Date	Amy Monica Kempson Etherington	05/15/2013	Thomas Matthew Ward	05/15/2013						
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RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>Conopco, Inc., d/b/a UNILEVER</td> </tr> <tr> <td>Street Address:</td> <td>800 Sylvan Avenue</td> </tr> <tr> <td>Internal Address:</td> <td>AG West, S. Wing</td> </tr> <tr> <td>City:</td> <td>Englewood Cliffs</td> </tr> <tr> <td>State/Country:</td> <td>NEW JERSEY</td> </tr> <tr> <td>Postal Code:</td> <td>07632</td> </tr> </table>		Name:	Conopco, Inc., d/b/a UNILEVER	Street Address:	800 Sylvan Avenue	Internal Address:	AG West, S. Wing	City:	Englewood Cliffs	State/Country:	NEW JERSEY	Postal Code:	07632
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PROPERTY NUMBERS Total: 1													
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29439521</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29439521								
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CORRESPONDENCE DATA													
Fax Number:	2018942400												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone:	201-894-2647												
Email:	patentgroupus@unilever.com												
Correspondent Name:	Susan McBrien												
Address Line 1:	800 Sylvan Avenue												
Address Line 2:	AG West, S. Wing												
Address Line 4:	Englewood Cliffs, NEW JERSEY 07632												
ATTORNEY DOCKET NUMBER:	DM7905US												
NAME OF SUBMITTER:	Susan McBrien												
Signature:	/ Susan McBrien /												

Date:

06/04/2013

Total Attachments: 4

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ASSIGNMENT

WHEREAS, I/WE,

Amy Monica Kempson ETHERINGTON
Barrows London Limited, 1 Knightsbridge Green, London, SW1X 7NW, United Kingdom

Thomas Matthew WARD
Barrows London Limited, 1 Knightsbridge Green, London, SW1X 7NW, United Kingdom

have invented certain improvements in:

POINT OF SALE DISPLAY

(bearing Attorney's Docket Number: DM7905), which is found in

[Check and complete (a), (b) or (c)]

- (a) U.S. patent application executed on _____
- (b) To comply with 37 CFR 3.21 for recordal of this assignment, I/WE as ASSIGNOR(S) signing below, hereby authorize and request my/our attorney, as named in the Declaration and Power of Attorney to insert below the filing date and application number when it becomes known.

U.S. application Serial No. _____ filed on _____

(c) International Application No _____

AND WHEREAS, Conopco Inc., d/b/a UNILEVER a corporation of New York , having a place of business at 800 Sylvan Avenue, AG West, S. Wing, Englewood Cliffs, New Jersey 07632, United States of America desires to acquire the entire right title and interest in and to the aforesaid invention, and to said United States application or any reissues, divisions, continuation, or continuation-in-part thereof, and in any Letters Patent which may issue therefrom;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration in hand paid, the receipt and sufficiency of which is hereby acknowledged, I/We, the undersigned, hereby sell, assign and transfer to the aforesaid Conopco Inc., d/b/a UNILEVER, its successors and assigns, the entire right, title and interest in and to the said application and invention therein disclosed for the United States, and in and to any and all divisional, continuation, continuation-in-part, reissue or other applications describing said invention or improvements thereon, and in and to any and all Letters Patent of the United States which may issue from said applications or any of them, the same to be held by and for the sole and exclusive use and benefit of the said Conopco Inc., d/b/a UNILEVER, its successors and assigns.

AND I/We do hereby authorize and request the Commissioner of Patents to issue the said Letters Patent of the United States to said Conopco Inc., d/b/a UNILEVER, as the ASSIGNEE of the entire right, title and interest in and to the same.

AND I/We do hereby agree to assist said Conopco Inc., d/b/a UNILEVER, in the prosecution of any and all said applications and in the prosecution of any and all interferences or other proceedings which may arise involving said invention, and to execute and deliver any powers of attorney, affidavits, assignments, applications, reissues, documents, or other written instruments which, in the opinion of counsel for said Conopco Inc., d/b/a UNILEVER, its successors and assigns, may be necessary in this country fully to secure to said Conopco Inc., d/b/a UNILEVER, its successors and assigns, any and all said applications, inventions, improvements, Letters Patent, rights, titles, and interests hereby sold, assigned, transferred and conveyed.

In witness whereof, I/we have hereunto set my/our hand

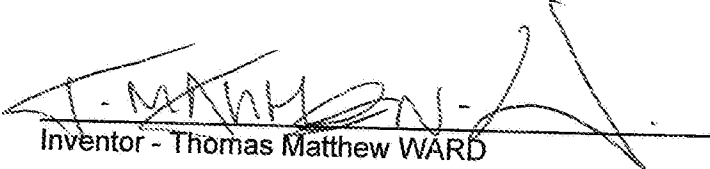
Dated:

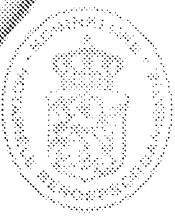
15/05/2013 (1)


Inventor - Amy Monica Kempson ETHERINGTON

Dated:

15/05/2013 (2)


Inventor - Thomas Matthew WARD



Seen by me, Victor Joseph Antonius Johannes Clemens van Heeswijk, civil law notary in Rotterdam, the Netherlands, for legalisation of the signatures placed on the attached document of:

- Ms **Amy Monica Kempson Etherington**, c/o Barrows London Limited, 1 Knightsbridge Green, London, SW1X 7NW, United Kingdom;
- Mr **Thomas Matthew Ward**, c/o Barrows London Limited, 1 Knightsbridge Green, London, SW1X 7NW, United Kingdom.

Rotterdam, 30 May 2013



APOSTILLE

1. **(Convention de la Haye du 5 Octobre 1961)**
Country: NETHERLANDS
This public document
2. has been signed by mr V.J.A.J.C. van Heeswijk
3. acting in the capacity of notary
4. bears the seal/stamp of
mr V.J.A.J.C. van Heeswijk at Rotterdam
Certified
5. at Rotterdam 6. 30 May 2013
7. by the Clerk of the District Court
(Griffier van de Rechtbank)
8. No. HA RP 13-2912/2
9. Seal/stamp
10. Signature

L. Bourne

