

PATENT ASSIGNMENT

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Design Central | 08/01/2013 |
| RECEIVING PARTY DATA | |
| Name: | The Procter & Gamble Company |
| Street Address: | 1 Procter & Gamble Plaza |
| City: | Cincinnati |
| State/Country: | OHIO |
| Postal Code: | 45202 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 13893634 |
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| ATTORNEY DOCKET NUMBER: | 12416M |
| NAME OF SUBMITTER: | Christian M. Best |
| Signature: | /Christian M. Best/ |
| Date: | 09/03/2013 |
| Total Attachments: 1 | |
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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 Design Central, 6464 Presidential Gateway, Columbus, OH 43231, declares that it 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 ABSORBENT ARTICLES HAVING TEXTURED ZONES, Attorney's Docket No. 12416M and filed in the United States Patent Office as Number 13/893,634, on May 14, 2013.

For valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Design Central assigns to The Procter & Gamble Company, its legal representatives, successors and assigns, all right, title, and interest owned by Design Central, 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 Design Central had this assignment not been made. The entire right, title and interest shall vest irrevocably in The Procter & Gamble Company. Design Central further agrees upon request, without additional compensation, but at no expense to Design Central, to assist The Procter & Gamble 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 Procter & Gamble Company, its legal representatives, successors and assigns, or as The Procter & Gamble Company may direct.

Design Central 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 13/893,634 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: Deborah Davis-Livach
DEBORAH DAVIS-LIVACH
 For: Design Central

08/08/13
 Date

Title SECRETARY - TREASURER

STATEMENT OF WITNESS:

I, Louise A. Nunley (name of witness), declare that I was personally present and did see Deborah Davis-Livach 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.

Louise A. Nunley
 Witness printed name

Louise A. Nunley
 Witness signature

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RECORDED: 09/03/2013

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