

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Brian Bloch	12/14/2012
Lars Ralf Rainer Lieberwirth	01/28/2013
RECEIVING PARTY DATA	
Name:	COLGATE-PALMOLIVE COMPANY
Street Address:	300 Park Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
PROPERTY NUMBERS Total: 1	
Property Type	Number
PCT Number:	US2013032762
CORRESPONDENCE DATA	
Fax Number:	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	878-732-7500
Email:	patentdocketing@colpal.com
Correspondent Name:	COLGATE-PALMOLIVE COMPANY
Address Line 1:	909 River Road
Address Line 4:	Piscataway, NEW JERSEY 08855
ATTORNEY DOCKET NUMBER:	9781-00-CN-01-TB
NAME OF SUBMITTER:	Erika McDougald
Signature:	/erikamcdougald/
Date:	09/19/2013
Total Attachments: 2	
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CH \$40.00 US2013032762

ASSIGNMENT

WHEREAS, WE, **BRIAN BLOCH** and **LARS RALF RAINER LIEBERWIRTH** (below referred to as ASSIGNORS), residing, respectively, as set forth hereinafter, have made an invention for which application for Letters Patent was filed in the People's Republic of China for Chinese Application No. 201210596540.1, filed December 21, 2012, naming the ASSIGNOR(S) as inventor(s), and entitled **Oral Care Implement Having Pressure Sensor and Method of Forming the Same**; and

WHEREAS, Colgate-Palmolive Company, a corporation duly organized and existing under the laws of the State of Delaware, United States of America and having its principal office and place of business at 300 Park Avenue, New York, New York 10022, and offices and place of business at 909 River Road, Piscataway, New Jersey 08854 (below referred to as "ASSIGNEE"), is desirous of obtaining the entire right, title and interest in and to the aforesaid invention and patent application and corresponding patent rights worldwide;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR(S), by these presents do sell, assign and transfer to ASSIGNEE, the full and exclusive right, title and interest in and to the aforesaid invention, the aforesaid Patent Application and all corresponding foreign patent applications, all divisional, continuation, continuation-in-part, reissue, reexamination, and any additional United States Patent applications which claim priority to the aforesaid application, and all Letters Patent or comparable rights issuing thereon in the United States and in all foreign countries, together with the right(s) of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and the ASSIGNOR(S) hereby authorize and request the United States Commissioner of Patents and Trademarks and all foreign Patent Offices to issue all Letters Patent or comparable rights issuing on any application as aforesaid to ASSIGNEE, or to its successors, assigns or legal representatives;

ASSIGNOR(S) hereby covenant that ASSIGNOR(S) have full right to convey the entire interest herein assigned, and that ASSIGNOR(S) have not executed, and will not execute, any agreement in conflict herewith;

ASSIGNOR(S) agree to communicate to ASSIGNEE or to its successors, assigns or legal representatives any and all facts known to them or any of them respecting said invention, and without further remuneration to testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and reexamination applications, make all rightful oaths and generally do all lawful acts to aid ASSIGNEE or its successors, assigns or legal representatives to obtain and enforce proper patent protection for said invention in all countries and to enhance or perfect ASSIGNEE's title in and to the invention and patent rights therein.

ASSIGNOR(S) hereby authorize attorneys for ASSIGNEE to enter on this document any applicable serial numbers and filing dates after ASSIGNOR(S') execution of this document.

This Assignment is effective as of: December 21, 2012.
(date of filing)

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 14th day of December 2012


BRIAN BLOCH

Address: 11 O'Connor Drive
Hillsborough, New Jersey 08844
United States of America

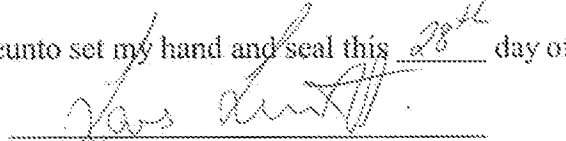
State of New Jersey
County of Middlesex

On this 14th day of December 2012, before me, a Notary Public in and for the State and County aforesaid, personally appeared the above signatory, known to me to be the person of that name, who executed the foregoing instrument in my presence.


NOTARY PUBLIC

KRISANNE LANE
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires August 7, 2014

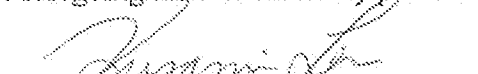
IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 28th day of January 2013


LARS RALF RAINER LIEBERWIRTH

Address: Zum Talblick 18
61479 Glashuetten
Germany

State of New Jersey
County of Middlesex

On this 28th day of January 2013, before me, a Notary Public in and for the State and County aforesaid, personally appeared the above signatory, known to me to be the person of that name, who executed the foregoing instrument in my presence.


NOTARY PUBLIC

KRISANNE LANE
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires August 7, 2014