502506717 09/24/2013

PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT |
|-----------------------|----------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|----------------------|----------------|
| Nancy Deters SLAYTON | 08/01/2013 |
| Greta Berger DIRSEL | 09/23/2013 |
| Christine Ann KRON | 07/22/2013 |
| Landor Associates | 06/28/2013 |

RECEIVING PARTY DATA

| Name: | The Procter & Gamble Company |
|-------------------|---------------------------------|
| Street Address: | 1 Procter & Gamble Plaza |
| Internal Address: | Attention: Chief Patent Counsel |
| City: | Cincinnati |
| State/Country: | ОНЮ |
| Postal Code: | 45202 |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 29456766 |

CORRESPONDENCE DATA

Fax Number: 5139456868

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 513-983-7592
Email: mitchell.em@pg.com

Correspondent Name: The Procter & Gamble Company

Address Line 1: 299 East Sixth Street

Address Line 2: Central Docketing-4th floor

Address Line 4: Cincinnati, OHIO 45202

| ATTORNEY DOCKET NUMBER: | D2086 |
|-------------------------|----------------|
| NAME OF SUBMITTER: | Amy I Ahn-Roll |
| | PATENT |

502506717 REEL: 031267 FRAME: 0033

10.00

CH \$40.00

| Signature: | /Amy I Ahn-Roll/ |
|--|------------------|
| Date: | 09/24/2013 |
| Total Attachments: 8 source=D2086_ASGN_ALL#page1.tif source=D2086_ASGN_ALL#page2.tif source=D2086_ASGN_ALL#page3.tif source=D2086_ASGN_ALL#page4.tif source=D2086_ASGN_ALL#page5.tif source=D2086_ASGN_ALL#page6.tif source=D2086_ASGN_ALL#page7.tif source=D2086_ASGN_ALL#page8.tif | |

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 PORTION OF A LABEL, Attorney's Docket No. D-2086 and filed in the United States Patent Office as Number 29/456,766, on 06/04/2013. (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.)

Nancy Deters SLAYTON of One Procter & Gamble Plaza, Cincinnati, Ohio 45201, USA;

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 29/456,766 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).

STATEMENT OF WITNESS:

I. SHEWY WINDESTIES. (name of witness), declare that I was personally present and did see Maney detents scarrolduly 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.

Witness printed name

Witness signature

| 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 PORTION OF A LABEL. |
| Attorney's Docket No. D-2086 and filed in the United States Patent Office as Number |
| 29/456,766 on 06/04/2013 (I/we grant the hereinafter named assignce and/or any |
| person authorized thereby, the power to insert the Serial Number and filing date of said application in this |
| document when ascertained.) |

Greta Berger DIRSEL of 110 Shillito Place, Cincinnati, Ohio 45202 USA; Christine Ann KRON of 110 Shillito Place, Cincinnati, Ohio 45202 USA;

1/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 LANDOR ASSOCIATES or one of its Affiliates, and acknowledge my/our obligation at the time the invention(s) was made to assign said invention(s) to LANDOR ASSOCIATES 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 LANDOR ASSOCIATES, 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 LANDOR ASSOCIATES. 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 LANDOR ASSOCIATES, its legal representatives, successors and assigns, or as said Company may direct.

l/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 29/456,766 to LANDOR ASSOCIATES, its legal representatives, successors or assigns, as the sole owner of the entire right, title, and interest in said Patent(s).

7-23-13 Signed: Greta Berger DIR STATEMENT OF WITNESS: I. LIZABETH LEST (name of witness), declare that I was personally present and did see GRETA DIRSE 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. isabet Vero Elizabeth HeisT Witness printed name Signed: Christine Ann KRON Date STATEMENT OF WITNESS: _____ (name of witness), declare that I was personally present and did see 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. Witness signature Witness printed name

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).

| WHEREAS I/we, the undersigned inventor(s) herewith declare that I am the sole inventor/w | e are |
|--|--------|
| the joint inventors and I/we have made certain invention(s), as set forth in a patent application (inclu | ding |
| industrial designs and utility models), whether claimed or unclaimed, entitled PORTION OF A LAI | 3EL, |
| Attorney's Docket No. D-2086 and filed in the United States Patent Office as Nur | mber |
| 29/456,766 , on 06/04/2013 . (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 ir | ı this |
| document when ascertained.) | |

Greta Berger DIRSEL of 110 Shillito Place, Cincinnati, Ohio 45202 USA; Christine Ann KRON of 110 Shillito Place, Cincinnati, Ohio 45202 USA;

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 LANDOR ASSOCIATES or one of its Affiliates, and acknowledge my/our obligation at the time the invention(s) was made to assign said invention(s) to LANDOR ASSOCIATES 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 LANDOR ASSOCIATES, 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 LANDOR ASSOCIATES. 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 LANDOR ASSOCIATES, 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 29/456,766 to LANDOR ASSOCIATES, its legal representatives, successors or assigns, as the sole owner of the entire right, title, and interest in said Patent(s).

REEL: 031267 FRAME: 0039

PATENT

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: | |
|---|--|
| Greta Berger DIRSEL | Date |
| STATEMENT OF WITNESS: | |
| duly sign conscientiously believing it to be true | (name of witness), declare that I was personally present and did see and execute the above assignment. I make this Statement are and knowing that it is of the same force and effect as if made under knowledge that knowingly making false statements herein may be |
| Witness printed name | Witness signature |
| Signed: Christine Ann KRON | $\frac{\sqrt{22/13}}{\text{Date}}$ |
| STATEMENT OF WITNESS: | |
| conscientiously believing it to be tru | (name of witness), declare that I was personally present and did see and execute the above assignment. I make this Statement are and knowing that it is of the same force and effect as if made under knowledge that knowingly making false statements herein may be |
| Teannette Losey Witness printed name | Witness signature 7/22/13 |

| WHEREAS Landor Associates, of 110 Shillito Place, Cincinnati, Ohio 45202, 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 PORTION OF A LABEL, filed in the name(s) of |
| Greta Berger DIRSEL and Christine Ann KRON, Attorney's Docket No.D-2086 and filed in the |
| United States Patent Office as Number 29/456.766, on 06/04/2013. |
| Landor Associates grants 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.) |

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

Landor Associates 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 29/456,766 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).

REEL: 031267 FRAME: 0041

PATENT

Signed: Charter Ann Kron

Landor Associates

STATEMENT OF WITNESS:

I, Camer on Butler (name of witness), declare that I was personally present and did see Christing From 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.

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).

Assignment to PG.doc Updated 10/2012

> PATENT REEL: 031267 FRAME: 0042

RECORDED: 09/24/2013