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PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2

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SUBMISSION TYPE:			NEW ASSIGNMENT			
NATURE OF CONVEYANCE:			ASSIGNMENT			
CONVEYING PARTY	DATA					
		N	ame		Execution Date	
MARTIN JAY MAROTTI			05/2		05/23/2013	
RECEIVING PARTY [)ATA					
Name:	The Procter & Gamble Company					
Street Address:	One Procter 8	& Gamble	e Plaza			
Internal Address:	Attention: Chi	ef Paten	t Counsel			
City:	Cincinnati					
State/Country:	ОНЮ	·				
Postal Code:	45202					
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PATENT REEL: 031584 FRAME: 0103

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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 TOOTHPASTE PACKAGE, Attorney's Docket No. D2091 and filed in the United States Patent Office as Number 291455786, on May 24, 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.)

Martin Jay MAROTTI of One Procter & Gamble Plaza, Cincinnati, OH 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 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.

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).

Martin Jay MAXO 771

Date

PATENT REEL: 031584 FRAME: 0104 STATEMENT OF WITNESS:

I, <u>Deboral Johnson</u> (name of witness), declare that I was personally present and did see <u>MART:N Jay Marott</u>; 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.

Deboral J Johnson Witness printed name

Vitnece cionature

Global_General_Assignment.doc Rev. 10/2012

> PATENT REEL: 031584 FRAME: 0105

RECORDED: 11/12/2013