## 503000796 10/01/2014 PATENT ASSIGNMENT COVER SHEET

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| SUBMISSION TYPE:                    |              | Ν               | NEW ASSIGNMENT   |       |                |
|-------------------------------------|--------------|-----------------|--|-------|----------------|
| NATURE OF CONVEYANCE:               |              | A               | ASSIGNMENT   |       |                |
| CONVEYING PARTY                     | DATA         | ·               |  |       |                |
|                                     |              | N               | Name   |       | Execution Date |
| OMRON HEALTHCARE CO, LTD            |              |                 |  |       | 08/28/2014     |
| RECEIVING PARTY D                   | ΑΤΑ          |                 |  |       |                |
| Name:                               | Colgate      | e-Palmo         |  |       |                |
| Street Address:                     | 300 Pa       | 300 Park Avenue |  |       |                |
| City:                               | New Yo       | New York        |  |       |                |
| State/Country:                      | NEW Y        | NEW YORK        |  |       |                |
| Postal Code:                        | 10022        | 10022           |  |       |                |
| Property TypeApplication Number:294 |              | 294890          | Number<br>39074  |       |                |
| Application Number:                 |              | 294890          | 074  |       |                |
| CORRESPONDENCE                      | DATA         |                 |  |       |                |
| , , ,                               |              | • •             | 78-7853  | _     |                |
|                                     |              |                 | -mail address first; if that is un<br>at is unsuccessful, it will be sei |       |                |
|                                     |              |                 | ntDocketing@colpal.com   |       |                |
| •                                   |              | COLGA           | GATE-PALMOLIVE COMPANY   |       |                |
|                                     |              |                 | RIVER ROAD   |       |                |
| Address Line 4:                     |              | PISCA           | TAWAY, NEW JERSEY 08855  |       |                |
| ATTORNEY DOCKET NUMBER:             |              |                 | Т0013-00-ТВ  |       |                |
| NAME OF SUBMITTER:                  |              |                 | ERIKA MCDOUGALD  |       |                |
| SIGNATURE:                          |              |                 | /erikamcdougald/   |       |                |
| DATE SIGNED:                        |              |                 | 10/01/2014   |       |                |
| Total Attachments: 2                |              | ·               |  |       |                |
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## ASSIGNMENT

WHEREAS, OMRON HEALTHCARE CO., LTD., a corporation having its principal office and place of business at 53, Kunotsubo, Terado-cho, Muko-shi, Kyoto, 617-0002, Japan (below referred to as ASSIGNOR), owns the entire right, title, and interest in an to the design which is the subject of an application for Design Letters Patent of the United States, filed in the United States Patent and Trademark Office as Application Serial No. 29/489,074, filed April 25, 2014, naming the ASSIGNOR as an Applicant, and entitled ELECTRIC TOOTHBRUSH; and

WHEREAS, Colgate-Palmolive Company, a corporation having its principal office and place of business at 300 Park Avenue, New York, New York, 10022 (below referred to as "ASSIGNEE"), is desirous of obtaining a joint equal ownership interest in the aforesaid design and United States design patent application and corresponding rights worldwide;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR, by these presents does sell. assign and transfer to ASSIGNEE, a joint equal ownership interest of its exclusive right, title and interest in and to the aforesaid design, the aforesaid United States design patent application and all corresponding foreign applications, including all divisional, continuation, continuation-in-part, reissue, reexamination, and any additional United States patent applications which claim priority to the aforesaid United States design patent 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 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, as joint owner;

ASSIGNOR hereby covenants that ASSIGNOR have full right to convey the joint ownership interest herein assigned, and that ASSIGNOR has not executed, and will not execute, any agreement in conflict herewith;

ASSIGNOR agrees 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 design in all countries and to enhance or perfect title in and to the design and patent rights therein.

ASSIGNOR hereby authorizes attorneys for ASSIGNEE to enter on this document any applicable serial numbers and filing dates after ASSIGNOR execution of this document.

This Assignment is effective as of: April 25, 2014.

(Sheet 1 of 2)

IN TESTIMONY WHEREOF, OMRON HEALTHCARE CO., LTD. has caused this Assignment to be executed by a duly authorized representative.

OMRON HEALTHCARE CO., LTD. Bv: Tsutomu YAMASAWA Name:

Manager, Intellectual Property Group, R&D Management Department, Product Development Strategy HQ Title:

201 Date: Sas

State of County of

On this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_, 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

(Sheet 2 of 2)

**RECORDED: 10/01/2014**