

## PATENT ASSIGNMENT COVER SHEET

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|   |                              |                       |
|---|------------------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT               |                       |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT                   |                       |
| <b>CONVEYING PARTY DATA</b>   |                              |                       |
|   | <b>Name</b>                  | <b>Execution Date</b> |
|   | CURVE ID, INC.               | 07/14/2017            |
| <b>RECEIVING PARTY DATA</b>   |                              |                       |
| <b>Name:</b>  | COLGATE-PALMOLIVE COMPANY    |                       |
| <b>Street Address:</b>  | 300 Park Avenue              |                       |
| <b>City:</b>  | New York                     |                       |
| <b>State/Country:</b>   | NEW YORK                     |                       |
| <b>Postal Code:</b>   | 10022                        |                       |
| <b>PROPERTY NUMBERS Total: 1</b>  |                              |                       |
| <b>Property Type</b>  | <b>Number</b>                |                       |
| <b>Application Number:</b>  | 29606137                     |                       |
| <b>CORRESPONDENCE DATA</b>  |                              |                       |
| <b>Fax Number:</b>  |                              |                       |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> |                              |                       |
| <b>Phone:</b>   | 878-732-7500                 |                       |
| <b>Email:</b>   | patentdocketing@colpal.com   |                       |
| <b>Correspondent Name:</b>  | COLGATE-PALMOLIVE COMPANY    |                       |
| <b>Address Line 1:</b>  | 909 RIVER ROAD               |                       |
| <b>Address Line 4:</b>  | PISCATAWAY, NEW JERSEY 08855 |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 11835-00-US-01-TB            |                       |
| <b>NAME OF SUBMITTER:</b>   | NANCY JOYCE SIMMONS          |                       |
| <b>SIGNATURE:</b>   | /Nancy Joyce Simmons/        |                       |
| <b>DATE SIGNED:</b>   | 07/17/2017                   |                       |
| <b>Total Attachments: 2</b>   |                              |                       |
| source=11835-00-US-01-TB Assignment Curve ID to CP#page1.tif  |                              |                       |
| source=11835-00-US-01-TB Assignment Curve ID to CP#page2.tif  |                              |                       |

**ASSIGNMENT**

WHEREAS, WE, Curve ID, Inc. (below referred to as "ASSIGNORS"), an S corporation having its principal office and place of business at 601 W 26th Street, Suite 1820A, New York, New York 10001, have obtained the rights to an invention for which application for Letters Patent of the United States was filed in the United States Patent and Trademark Office as Application Serial No. 29/606,137, filed **June 1, 2017**, naming the ASSIGNOR(S) as inventor(s), and entitled **Oral Care Implement**; 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 International 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 International 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: **October 22, 2015.**

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 14<sup>th</sup> day of July 2017.

  
\_\_\_\_\_  
Name: Anthony Baxter  
Title: Partner  
Curve ID, Inc.

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