



100998849

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Shulton, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other _____
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: March 16, 1999

2. Name and address of receiving party (ies):

Name: The Procter & Gamble Company

Internal Address: _____

Street Address: One Procter & Gamble Plaza
City: Cincinnati State: Ohio Zip: 45202

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation State Ohio
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designation must be a separate document from Assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

see attached

B. Trademark registration No.(s)

see attached

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed to:

Name: Dianna Icenhower

Internal Address: 2C- GO Legal

Street Address: One Procter & Gamble Plaza

City: Cincinnati State Ohio Zip: 45202

6. Total number of applications and registrations 27

7. Total fee (37 CFR 3.41): \$ 690.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

16-2488

(Attach duplicate copy of this page if paying by deposit account.)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Dianna Icenhower

Name of Person Signing

Dianna Icenhower
Signature

3-17-99

Date

3-28-99

03/26/1999 JSHABAZZ 00000024 162488 75571122

01 FC:481 40.00 CH
02 FC:482 650.00 CH

SCHEDULE

Application Nos.

75/571122
75/571150
75/579469
75/578933

Trademark Name

ARCTICA
ARCTICA BY OLD SPICE
HIGH ENDURANCE RED ZONE
RED ZONE

Registration Nos.

2032407
1,258,162
1045709
344285
930948
1712946
2067929
771592
726839
1707686
1833076
1214575
1265466
1288563
1135437
1135463
367143
1135992
372969
372970
701107
374559
847988

Trademark Name

HIGH ENDURANCE
NIGHT SPICE
OLD SPICE
OLD SPICE
OLD SPICE
OLD SPICE
OLD SPICE (& Ship Device)
OLD SPICE (Bottle Device)
OLD SPICE (Bottle Device)
OLD SPICE (Sailboat Device)
OLD SPICE CARTON
OLD SPICE CARTON
OLD SPICE CARTON
OLD SPICE Ship Device
SHIP DEVICE
SHIP DEVICE
SHIP DEVICE (MOD RE
SHIP DEVICE (ORIG R
SHIP DEVICE (ORIG R
SHIP DEVICE (SPEC V
SHIP DEVICE SHIP MO
SO DRY

UNITED STATES

TRADEMARK ASSIGNMENT

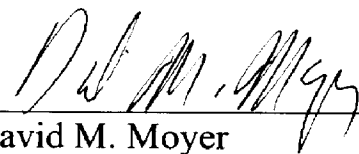
WHEREAS, SHULTON INC., a corporation of the State of Delaware, located and doing business at One Procter & Gamble Plaza, Cincinnati, Ohio, (the "Assignor") is the owner of the trademark applications and registrations listed in the attached Schedule (the "Trademarks") and;

WHEREAS, THE PROCTER & GAMBLE COMPANY, a corporation of the State of Ohio, located and doing business at One Procter & Gamble Plaza, Cincinnati, Ohio 45202, (the "Assignee"), is desirous of acquiring the Trademarks together with the goodwill of the business symbolized by the Trademarks;

NOW, THEREFORE, in exchange for good and valuable consideration paid to Assignor by Assignee, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the Trademarks together with the goodwill of the business symbolized by the Trademarks.

Signed at Cincinnati, Ohio this 16th day of March, 1999.

SHULTON INC.

By: 

David M. Moyer
Assistant Secretary