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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

Tab settings

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To the Honorable Commissioner of Patents

red original documents or copy thereof.

1. Name of conveying party(ies):

The Procter & Gamble Company

- 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: Jan 18, 2000

2. Name and address of receiving party:

Name: reflect.com LLC

Internal Address:

Street Address: 5005 Kingsley

City: Cincinnati State: OH ZIP: 45227

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Limited Liability Company

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

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

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OPR/FINANCE

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

A. Trademark Application No.(s)

75/700,754

B. Trademark Registration No.(s)

Additional numbers attached? Yes No

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

Name: Pamela J. Eblen

Internal Address: Jones, Day, Reavis & Pogue

Street Address: North Point

901 Lakeside Avenue

City: Cleveland State: OH ZIP: 44114

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6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

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

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40.00 OP

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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.

Pamela J. Eblen

Name of Person Signing

Pamela J. Eblen
Signature

1/20/2000
Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002025 FRAME: 0752

ASSIGNMENT OF UNITED STATES TRADEMARK RIGHTS

WHEREAS, The Procter & Gamble Company, a corporation organized under the laws of the State of Ohio, having an office located at One Procter & Gamble Plaza, Cincinnati, Ohio 45202, ("Assignor"), is the sole and exclusive owner of "REFLECT.COM," and the United States Trademark Application No. 75/700,754 for same (the "Mark"); and

WHEREAS, reflect.com LLC, a limited liability company organized and existing under the laws of the State of Delaware having an office located at 5005 Kingsley Drive, Cincinnati, Ohio 45227, ("Assignee"), wishes to acquire all of The Procter & Gamble Company's right, title, and interest to and to the Mark;

NOW THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer to Assignee, its successors and assigns, all of its right, title and interest in and to: (i) the Mark, including all applications or registrations therefor and all goodwill pertaining thereto; (ii) the portion of the business of Assignor to which Trademark Application No. 75/700,754 applies; (iii) income, royalties, damages and payments now due or which hereafter become due or payable in respect to thereto; (iv) all causes of action (in law or equity) and rights to sue, counterclaim and/or recover for past, present or future infringement of thereof; and (v) all rights corresponding to the foregoing throughout the world.

IN WITNESS WHEREOF, The Procter & Gamble Company has caused this ASSIGNMENT OF UNITED STATES TRADEMARK RIGHTS to be executed on its behalf as of the 18th day of January, 2000.

The Procter & Gamble Company



Name: Linda D. Rohrer

Title: Assistant Secretary