

# RECORDATION FORM COVER SHEET

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*Re*

05-25-2000

Y S-17-00

To the Honorable Commissioner of P



ached original documents or copy thereof.

1. Name of conveying party(ies):

The Procter & Gamble Company

101367559

Address of receiving party(ies)

Name: reflect.com LLC

Internal Address: \_\_\_\_\_

Street Address: 5005 Kingsley Drive

City: Cincinnati State: OH ZIP: 45227

- Individual(s)
- General Partnership
- Corporation-State
- Other \_\_\_\_\_

- Association
- Limited Partnership

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

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

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: January 18, 2000

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

A. Trademark Application No.(s)

75/700,574

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

05/24/2000 JSHABAZZ 00000102 75700574

01 FC:481

40.00 DP

Street Address: North Point

901 Lakeside Avenue

City: Cleveland State: OH ZIP: 44114

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)

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.

Pamela J. Eblen  
Name of Person Signing

*Pamela J. Eblen*  
Signature

05/09/2000  
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: 002078 FRAME: 0863

MWD  
1/24/00

RECC

02-25-2000



EET

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

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101275806

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(ies)

Name: reflect.com LLC

Internal Address: \_\_\_\_\_

Street Address: 5005 Kingsley Drive

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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JAN 24 AM 10:44  
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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02/25/2000 DNGUYEN 00000092 75700754

01 FC:481

40.00 OP

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.

Pamela J. Eblen

Name of Person Signing

Pamela J. Eblen  
Signature

1/20/2000  
Date

2

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

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

TRADEMARK  
REEL: 002078 FRAME: 0864

ASSIGNMENT OF UNITED STATES TRADEMARK RIGHTS

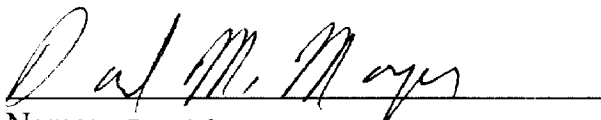
WHEREAS, The Procter & Gamble Company, a corporation organized under the laws of the State of Ohio, having an office located at One Procter & Gamble Plaza, Cincinnati, Ohio 45202, ("Assignor"), is the sole and exclusive owner of "REFLECT.COM," and the United States Trademark Application No. 75/700,574 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. 75/700,574 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 18<sup>th</sup> day of January, 2000.

The Procter & Gamble Company



Name: David M. Moyer  
Title: Assistant Secretary

ASSIGNMENT OF UNITED STATES TRADEMARK RIGHTS

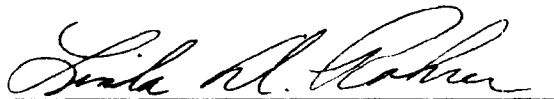
WHEREAS, The Procter & Gamble Company, a corporation organized under the laws of the State of Ohio, having an office located at One Procter & Gamble Plaza, Cincinnati, Ohio 45202, ("Assignor"), is the sole and exclusive owner of "REFLECT.COM," and the United States Trademark Application No. 75/700,754 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 12<sup>th</sup> day of January, 2000.

The Procter & Gamble Company



Name: Linda D. Rohrer

Title: Assistant Secretary

JONES, DAY, REAVIS & POGUE

NORTH POINT • 901 LAKESIDE AVENUE

CLEVELAND, OHIO 44114-1190

TELEPHONE: 216-586-3939 • FACSIMILE: 216-579-0212

WRITER'S DIRECT NUMBER:

216-586-1133

941063:pje  
007899-610002

May 9, 2000

US Patent and Trademark Office  
Assignment Division  
Box Assignments, CG-4,  
1213 Jefferson Davis Highway  
Suite 320  
Washington, D.C. 20231

ATTENTION: Marcus Kirk, Examiner

Re: US Trademark Application No. 75/700,574 for the mark "REFLECT.COM"

Dear Mr. Kirk:

An assignment, for the subject application, was recorded on January 24, 2000, on Reel 002025, Frames 752-753. However, the application no. noted on this assignment was incorrectly listed as 75/700,754, when the correct application no. is 75/700,574.

Enclosed is a newly executed assignment from The Procter & Gamble Company to reflect.com LLC with the correct serial no. of 75/700,574 noted upon the same. Also enclosed is a trademark assignment recordation cover sheet and a check for \$40.00 to correct this assignment. Please forward the corrected assignment to the attention of the undersigned.

Thank you for your assistance.

I hereby certify that this correspondence is being deposited today with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents Washington, D.C. 20231  
on 5/9/00

By: Pamela J. Eblen

Enclosures

Very truly yours,



Pamela J. Eblen  
Patent and Trademark Assistant

cc: Asmita Shirali, Esq.