

**RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY**U.S. DEPT. OF COMMERCE  
Patents & Trademarks**To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.**

## 1. Name of conveying party(ies):

Olay Company, Inc.

- ☐ Individual(s)                      ☐ Association  
☐ General Partnership           ☐ Limited Partnership  
☒ Corporation (Delaware)  
☐ Other \_\_\_\_\_

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

## 3. Nature of conveyance:

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

Execution Date: October 31, 2000

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

Name: The Procter & Gamble Company

Internal Address: 2-C-GO/Legal  
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 LegalStreet Address: One Procter & Gamble PlazaCity: Cincinnati State: Ohio Zip: 452026. Total number of applications and registrations 407. Total fee (37 CFR 3.41): \$ 1,015.00

- ☐ 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 SigningDianna Icenhower  
Signature11-8-200  
Date

SCHEDULE

Trademarks

Application Nos.

ACTIVE HYDRATING	75/550411
COMPLETE RADIANCE	75/641371
ENVIRO DEFENSE	75/587220
FLORICA	75/013469
OIL OF OLAY (Device)	75/723527
OLAY	75/720132
OLAY	75/720331
A TOTAL LINEUP FOR THE TOTAL YOU	75/715070
OLAY TOUCH	78/029719
SIMPLY FRESH	78/012984
TOTAL EFFECTS	75/813012
TOTAL EFFECTS INTENSIVES	75/813011
VITANIACIN	75/596506
VITANIACIN	75/813013
VITANIACIN	78/028293

Trademarks

Registration Nos.

BEAUTY MASCARA	2,271,104
COLOR-MOIST	1,239,093
DRAMATICALLY LONG	1,891,604
ESSENTIAL FLUID	1,891,605
H2OLAY	2,371,738
LASH LOCK	1,903,339
LONG LASTING COLOR THAT CARES	2,078,954
NIGHT OF OLAY	1,089,006
NIGHTCARE	1,280,400
OIL OF OLAY	1,019,120
OIL OF OLAY	825,079
OIL OF OLAY	825,080
OIL OF OLAY	1,109,850
OIL OF OLAY	1,935,564
OIL OF OLAY (& Device)	2,071,918
OIL OF OLAY Device	2,069,953
OIL OF OLAY (ULAY) (& Device)	787,645
OIL OF OLAZ	1,020,291
OLAY	825,078
OLAY	1,130,648
OLAY (Device)	1,109,069
OLAY VITALIZING NIGHT	825,081
PROVITAL	2,213,505
PROVITAL	2,363,301
SILK COVER	1,893,517

**UNITED STATES**  
**TRADEMARK ASSIGNMENT**

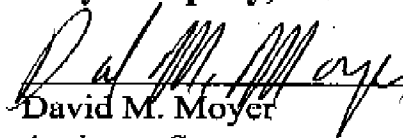
WHEREAS, **Olay Company, Inc.**, located and doing business at One Procter & Gamble Plaza, Cincinnati, Ohio 45202, (the "Assignor") is the owner of the trademark applications and registrations (the "Trademarks") listed on the attached Schedule and;

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 said 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 in Cincinnati, Ohio this 31<sup>st</sup> day of October 2000.

**Olay Company, Inc.**



David M. Moyer  
Assistant Secretary