

10-19-2000

MATHEWS, COLLINS, SHEPHERD & GOUL



101491678

ATTORNEYS AT LAW  
100 THANET CIRCLE, SUITE 308  
PRINCETON, NEW JERSEY 08540-3674  
(609) 924-8555  
FACSIMILE: (609) 924-3036  
e-mail: Attorneys@MathewsLaw.Com

PATENTS  
TRADEMARKS  
COPYRIGHTS  
UNFAIR COMPETITION  
LICENSING  
COMPUTER AND HIGH  
TECHNOLOGY MATTERS  
RELATED LITIGATION

BRUCE M. COLLINS  
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RONALD GOULD  
DIANE DUNN MCKAY  
GLEN E. BOOKS  
BROOKS R. BRUNEAU  
TODD A. DENYS  
MARY KAKEFUDA  
TIMOTHY X. GIBSON  
DAVID P. KRIVOSHIK

*Copy*

October 3, 2000

H. HUME MATHEWS (1911-1989)

**Via Express Mail**

U.S. Patent and Trademark Office  
Assignment Division  
Box Assignments, CG-4  
1213 Jefferson Davis Highway, Suite 320  
Washington, DC 20231

Attention: Trademark Assignment Branch

*10-3-00  
MRD*

RE: Revised Filing of Assignment For U.S. Trademark  
Registration Nos.: "CLEAN SHOWER & DESIGN", 1,989,959;  
"NEVER SCRUB YOUR SHOWER AGAIN!", 2,071,834; and  
"NEVER CLEAN YOUR SHOWER AGAIN", 2,219,686  
U.S. Trademark Application Serial Nos.:  
"IT WORKS, YOU DON'T!", 75/570,480;  
"IT WORKS, YOU DON'T! & DESIGN", 75/607,669; and  
"CLEAN 3", 75/623,439 and  
"MOUNTAIN RAIN", 75/681,293  
Our File No.: 4601-153

Dear Sir or Madam:

Enclosed please find a revised Trademark Assignment and supporting documentation regarding the above-identified trademark registrations and applications. Please record and index these documents against U.S. Trademark Registration Nos. 1,989,959; 2,071,834 and 2,219,686 and U.S. Trademark Application Serial Nos. 75/570,480; 75/607,669; 75/623,439 and 75/681,293, ensuring that these registrations and applications now show ownership by Church & Dwight Company, a corporation organized under the laws of the State of Wyoming. If you have any questions, please telephone the undersigned directly.

1. The Name of the Party conveying an interest:

CLEAN SHOWER, LP  
11737 Central Parkway  
Jacksonville, Florida 32224

10/18/2000 MTHA11  
01 FC:481  
02 FC:482

00000038 75570480

Entity: *40.00 00*  
[ ] *150.00* Individual [ ] Association  
[ ] General Partnership [X] A Limited Partnership  
- organized under the laws of Florida  
[ ] Corporation  
[ ] Other \_\_\_\_\_

TRADEMARK  
REEL: 002157 FRAME: 0358

2. Name and Address of Party Receiving an Interest:

CHURCH & DWIGHT COMPANY  
Alchem Road  
Green River, Wyoming 82935

Entity:

- Individual  Association
- General Partnership  A Limited Partnership
- Corporation – organized under the laws of Wyoming
- Other \_\_\_\_\_

If not domiciled in the United States, a domestic representative designation is attached:

- Yes  Not applicable
- No

3. Interest Conveyed:

- Assignment  Change of Name
- Security Agreement  Merger

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

Additional sheet attached:  Yes  No

**A. TRADEMARK APPLICATION SERIAL NOS.**

75/570,480	75/623,439
75/607,669	75/681,293

**B. TRADEMARK REGISTRATION NOS.**

1,989,959;  
2,071,834;  
2,219,686

5. Name and Address of party of whom correspondence concerning document should be mailed.

Todd A. Denys, Esq.  
**MATHEWS, COLLINS, SHEPHERD & GOULD, PA**  
100 Thanet Circle, Suite 306  
Princeton, NJ 08540-3674  
Tel. No. (609) 924-8555

6. Number of applications and registrations involved:

Three(3) registrations  
Four(4) applications

7. Amount of fee enclosed or authorized to be charged:

\$190

8. Deposit account number (Attach duplicate copy of this form if paying by deposit account):

13-2165

Your prompt attention to expediting the recordation of these assignment requests is greatly appreciated. Please ensure that these registrations and applicatinos now stand in the name of **CHURCH & DWIGHT COMPANY, A CORPORATION OF THE STATE OF WYOMING.**

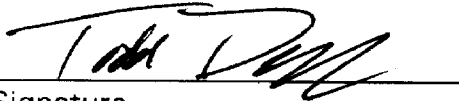
If you have any questions, please do not hesitate to telephone me directly at (609) 924-8555.

9. Date of execution of attached document: May 2, 2000 and June 23, 2000

10. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed on:

OCTOBER 3, 2000

Date



Signature

Todd A. Denys

Name of Person Signing

Very truly yours,

MATHEWS, COLLINS, SHEPHERD & GOULD

TAD:fem

Encs.

1. One(1) Original Assignment
2. Schedule A
3. Official Communication
4. Photocopy of Original Notice of Recordation
5. Transmittal Letter
6. Acknowledgement Postcard
7. Check in the amount of \$190
8. Express Mail Certificate

cc: Church & Dwight

MMO  
2-7-00

D

MATHEWS

02-28-2000

GOULD, P.A.



101276817

TS

BRUCE M. COLLINS  
ROBERT G. SHEPHERD  
RONALD GOULD  
DIANE DUNN MCKAY  
GLEN E. BOOKS  
BROOKS R. BRUNEAU  
ANASTASIA P. WINSLC  
TODD A. DENYS  
CHARLES J. BRUMLIK,  
MARY KAKEFUDA



02-07-2000

U.S. Patent & TMO/TM Mail Rcpt Dt. #54 February 7, 2000

FACSIMILE: (609) 924-3036

TELEX: 291801

e-mail: Attorneys@MathewsLaw.Com

H. HUME MATHEWS (1911-1989)

MARTHA G. PUGH (1913-1992)

**Via Express Mail**

Assistant Commissioner of  
Patents and Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

Attention: Trademark Assignment Branch

RE: Assignment of U.S. Trademark Serial Nos.:  
75/570,480 for "IT WORKS, YOU DON'T!";  
75/623,439 for "CLEAN 3"; and,  
75/681,293 for "MOUNTAIN RAIN"  
and  
U.S. Trademark Registration Nos.:  
1,989,959 for "CLEAN SHOWER AND DESIGN";  
2,071,834 for "NEVER SCRUB YOUR SHOWER AGAIN";  
and 2,219,686 for "NEVER CLEAN YOUR SHOWER AGAIN"  
Our File No.: 4601-153

Dear Sir or Madam:

Enclosed please find the original Trademark Assignment and supporting documentation regarding the above-identified trademark applications and registrations. Please record and index this document against U.S. Trademark Application Serial Nos. 75/570,480, 75/623,439 and 75/681,293 and U.S. Trademark Registration Nos. 1,989,959, 2,071,834 and 2,219,686, ensuring that these applications and registrations now show ownership by Church & Dwight Company, a Wyoming corporation. If you have any questions, please telephone the undersigned directly.

1. The Name of the Party conveying an interest:

CLEAN SHOWER LIMITED PARTNERSHIP  
11737 Central Parkway  
Jacksonville, Florida 3224

Entity:

- |                          |   |                                     |   |
|--------------------------|---|-------------------------------------|---|
| <input type="checkbox"/> | Individual  | <input type="checkbox"/>            | Association   |
| <input type="checkbox"/> | General Partnership                               | <input checked="" type="checkbox"/> | Limited Partnership – A limited partnership of the State of Florida |
| <input type="checkbox"/> | Corporation – a corporation of the State of _____ |                                     |   |
| <input type="checkbox"/> | Other _____                                       |                                     |   |

02/28/2000 DMNGUYEN 00000061 75570480  
40.00 OP  
100.00 OP  
01 FC:481  
02 FC:482

TRADEMARK  
REEL: 002157 FRAME: 0362

2. Name and Address of Party Receiving an Interest:

CHURCH & DWIGHT COMPANY  
Alchem Road  
Green River, Wyoming 82935

Entity:

- Individual  Association
- General Partnership  Limited Partnership
- Corporation – a Wyoming corporation
- Other \_\_\_\_\_

If not domiciled in the United States, a domestic representative designation is attached:

- Yes Not applicable
- No

3. Interest Conveyed:

- Assignment  Change of Name
- Security Agreement  Merger

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

Additional sheet attached:  Yes  No

**A. APPLICATION SERIAL NO.**

75/570,480  
75/623,439  
75/681,293

**B. TRADEMARK REGISTRATION NO.**

1,989,959  
2,071,834  
2,219,686

5. Name and Address of party of whom correspondence concerning document should be mailed.

Todd A. Denys, Esq.  
**MATHEWS, COLLINS, SHEPHERD & GOULD, PA**  
100 Thanet Circle, Suite 306  
Princeton, NJ 08540-3674  
Tel. No. (609) 924-8555

6. Number of **applications** and **registrations** involved:

Three(3) applications  
Three(3) registrations

7. Amount of fee enclosed or authorized to be charged:

\$140

8. Deposit account number (Attach duplicate copy of this form if paying by deposit account):

**13-2165**

Your prompt attention to expediting the recordation of these assignment requests is greatly appreciated. Please ensure that these applications and registrations now stand in the name of CHURCH & DWIGHT COMPANY, a Wyoming corporation.

If you have any questions, please do not hesitate to telephone me directly at (609) 924-8555.

9. Date of execution of attached document: November 29, 1999

10. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed on:

2/7/2000  
Date

Todd A. Denys  
Signature

Todd A. Denys  
Name of Person Signing

Very truly yours,

MATHEWS, COLLINS, SHEPHERD & GOULD

TAD:fem

- Encs.
1. Original Trademark Assignment
  2. Schedule A
  3. Check in the amount of \$140
  4. Official Transmittal Letter
  5. Acknowledgement Postcard

cc: Ms. Susan Markens (Church & Dwight Co., Inc.)



UNITED STATES  
ASSIGNMENT

THIS ASSIGNMENT, made effective the 29th day of November, 1999 between, CLEAN SHOWER, LP, a limited partnership organized and existing under the laws of the State of Florida, located at 11737 Central Parkway, Jacksonville, Florida 32224, United States of America, (hereinafter the "ASSIGNOR"), and CHURCH & DWIGHT COMPANY, a corporation organized under the laws of the State of Wyoming, located at Alchem Road, Green River, Wyoming 82935, United States of America, (hereinafter the ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the Trademarks and the Trademark Applications and Registrations therefor listed in Schedule A attached hereto (hereinafter the "Trademarks"), and

WHEREAS, ASSIGNOR has agreed to assign the Trademarks to the ASSIGNEE, and the ASSIGNEE hereby accepts said assignment.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR hereby assigns to the ASSIGNEE all of its rights, title, and interest in the Trademarks and Trademark Applications and Registrations therefor listed in Schedule A attached hereto, together with the good will of the business associated therewith and the portion of the business assets to which the Trademarks and Trademark Applications and Registrations pertain and the right to sue for past infringement and to retain any damages obtained as a result of such action.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto set its hand this 29th day of November, 2000.

CLEAN SHOWER, LP

BY: 

Name: Robert H. Black

Title: President and Chairman

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto set its hand this 23th day of June, 2000.

CHURCH & DWIGHT COMPANY

BY: 

Name: L. Scott Dickerson

Title: President

(Corporate Seal)



TRADEMARK  
REEL: 002157 FRAME: 0366

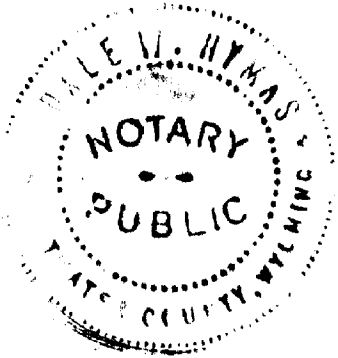
United States of America )  
State of ) ss:  
County of )

On this 23 th day of June 2000, before me, personally appeared, L. Scott Dickerson, to me known, who being by me duly sworn, did depose and say that he is President of CHURCH & DWIGHT COMPANY, the corporation described in and which executed the within instrument.

Dale W. Hymas  
Notary Public

*my Commission expires 12-13-2000*

Notarial Seal



**UNITED STATES**

**SCHEDULE A**

**REGISTRATIONS**

<u>Trademark</u>	<u>Registration Number</u>
CLEAN SHOWER AND DESIGN	1,989,959
NEVER SCRUB YOUR SHOWER AGAIN	2,071,834
NEVER CLEAN YOUR SHOWER AGAIN	2,219,686

**APPLICATIONS**


<u>Trademark</u>	<u>Application Number</u>
IT WORKS, YOU DON'T!	75/570,480
IT WORKS, YOU DON'T! AND DESIGN	75/607,669
CLEAN 3	75/623,439
MOUNTAIN RAIN	75/681,293

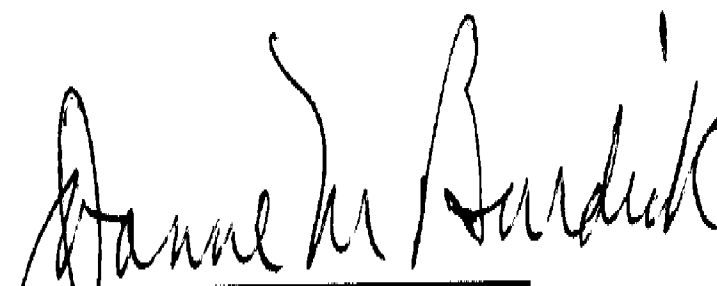
United States of America )

State of Florida ) ss:

County of Duval )

On this 2ND th day of MAY 2000, before me, personally appeared Robert H. Black, to me known, who being by me duly sworn, did depose and say that he is President and Chairman of CLEAN SHOWER, LP, the limited partnership described in and which executed the within instrument.

 Joanne M Burdick  
My Commission CC734529  
Expires April 16, 2002

  
\_\_\_\_\_  
Notary Public

Notarial Seal

**In The United States Patent And Trademark Office**

Assignor: Clean Shower, LP

Assignee: Church & Dwight Company

Marks: CLEAN SHOWER & DESIGN (Reg. No. 1,989,959)  
NEVER SCRUB YOUR SHOWER AGAIN! (Reg. No. 2,071,834)  
NEVER CLEAN YOUR SHOWER AGAIN (Reg. No. 2,219,686)  
IT WORKS, YOU DON'T! (Serial No. 75/570,480)  
IT WORKS, YOU DON'T! & DESIGN" (Serial No. 75/607,669)  
CLEAN 3 (Serial No. 75/623,439)  
MOUNTAIN RAIN (Serial No. 75/681,293)

Examiner: Steven Post  
Assignment Division  
Office of Public Records

**Official Communication**

U.S. Trademark Office  
Assignment Division  
Box Assignments, CG-4  
1213 Jefferson Davis Highway  
Suite 320  
Washington, DC 20231

Dear Sir/Madam:

Pursuant to instructions received from your office, we are enclosing a copy of the Notice of Recordation of Assignment Document, as well as a copy of our the Official Assignment letter for the marks CLEAN SHOWER & DESIGN (Reg. No. 1,989,959); NEVER SCRUB YOUR SHOWER AGAIN! (Reg. No. 2,071,834); NEVER CLEAN YOUR SHOWER AGAIN (Reg. No. 2,219,686); IT WORKS, YOU DON'T! (Serial No. 75/570,480); CLEAN 3 (Serial No. 75/623,439); and MOUNTAIN RAIN (Serial No. 75/681,293). These documents assigned the rights in these marks from Clean Shower Limited Partnership to Church & Dwight Company.

Applicant hereby requests that the office correct the errors contained in the original deed of assignment. These errors were then reflected on the Notice of Recordation of Assignment Document. We have had a revised assignment executed so that the corrected Notice of Recordation of Assignment Document reads:

1. Assignor: **Clean Shower LP**  
Instead of: Clean Shower Limited Partnership
2. Add: United States Trademark Application Serial No. 75/607,669  
for the Mark: **IT WORKS, YOU DON'T! & DESIGN**

Applicant has included a new Assignment Transmittal letter, as well as a check in the amount of One Hundred and Ninety Dollars (\$190) in payment of the fee for recording this corrected document.

After making these changes, please forward the corrected Notice of Recordation of Assignment Document to my attention.

Thank you for your attention to this matter. If you have any questions, please do not hesitate to contact me directly at (609) 924-8555.

Respectfully submitted,

By:



Todd A. Denys

Attorney for applicant

MATHEWS, COLLINS, SHEPHERD & GOULD, P.A.

100 Thanet Circle, Suite 306

Princeton, New Jersey 08540-3674

Tel. No.: (609) 924-8555

Fax No.: (609) 924-3036

Dated: OCTOBER 3, 2002

**"EXPRESS MAIL CERTIFICATE"**

"Express Mail" Mailing label number EL687085873US

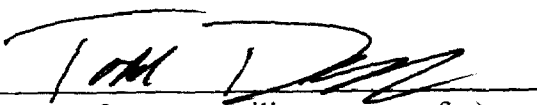
Express Mail Corporate Acct. No. No. X079-384

Date of Deposit October 3, 2000

**Type of Documents:**

1. One(1) Original Trademark Assignment document;
2. Schedule A;
3. Official Communication;
4. Photocopy of Original Notice of Recordation;
5. Official Transmittal Letter;
6. One(1) return receipt postcard. The return receipt postcard should be date stamped and returned to us as soon as possible.
7. Our check in the amount of One Hundred & Ninety Dollars (\$190) to cover the U.S. Government filing fees for the assignment of three trademark registrations and four trademark applications; and
8. Express Mail Certificate No. E1687085873US.

I hereby certify that the enclosed documents are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the U.S. Patent and Trademark Office, Assignment Division, Box Assignments, CG-4, 1213 Jefferson Davis Highway, Suite 320, Washington, DC 20231, Attn: Box TM ASSIGNMENT.

  
(Signature of person mailing paper or fee)

Date: OCTOBER 3, 2000



**UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office**

ASSISTANT SECRETARY AND COMMISSIONER  
OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231

APRIL 26, 2000

PTAS



\*101276817A\*

MATHEWS, COLLINS ET AL  
TODD A. DENYS, ESQ.  
100 THANET CIRCLE, SUITE 306  
PRINCETON, NJ 08540-3674

**UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT**

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 02/07/2000

REEL/FRAME: 002026/0397  
NUMBER OF PAGES: 7

BRIEF: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**ASSIGNOR:**

CLEAN SHOWER LIMITED PARTNERSHIP

DOC DATE: 11/29/1999  
CITIZENSHIP: FLORIDA  
ENTITY: LIMITED PARTNERSHIP

**ASSIGNEE:**

CHURCH & DWIGHT COMPANY  
ALCHEM ROAD  
GREEN RIVER, WYOMING 82935

CITIZENSHIP: WYOMING  
ENTITY: CORPORATION

APPLICATION NUMBER: 75570480  
REGISTRATION NUMBER:

FILING DATE: 10/15/1998  
ISSUE DATE:

MARK: IT WORKS, YOU DON'T!  
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

*Raw*

**TRADEMARK  
REEL: 002157 FRAME: 0373**



APPLICATION NUMBER: 75623439  
REGISTRATION NUMBER:

FILING DATE: 01/21/1999  
ISSUE DATE:

MARK: CLEAN 3

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75681293  
REGISTRATION NUMBER:

FILING DATE: 04/13/1999  
ISSUE DATE:

MARK: MOUNTAIN RAIN

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74711703  
REGISTRATION NUMBER: 1989959

FILING DATE: 08/07/1995  
ISSUE DATE: 07/30/1996

MARK: CLEAN SHOWER

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS AND DESIGN

APPLICATION NUMBER: 75138427  
REGISTRATION NUMBER: 2071834

FILING DATE: 07/23/1996  
ISSUE DATE: 06/17/1997

MARK: NEVER SCRUB YOUR SHOWER AGAIN!

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75307633  
REGISTRATION NUMBER: 2219686

FILING DATE: 06/12/1997  
ISSUE DATE: 01/19/1999

MARK: NEVER CLEAN YOUR SHOWER AGAIN

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

STEVEN POST, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS



**UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office**

ASSISTANT SECRETARY AND COMMISSIONER  
OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231



\*101276817B\*

AUTHORIZATION TO CHARGE ADDITIONAL FEES TO DEPOSIT ACCOUNT

APRIL 26, 2000

TO: OFFICE OF FINANCE  
FROM: ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS  
SUBJECT: DEPOSIT ACCOUNT CHARGE(S)

CHARGE THE DEPOSIT ACCOUNT LISTED BELOW ADDITIONAL FEE(S) AS INDICATED BELOW. AUTHORIZATION TO CHARGE ADDITIONAL FEES HAS BEEN PROVIDED PER THE ATTACHED COVER SHEET, OR BY DIRECT CONTACT WITH THE CUSTOMER.

DEPOSIT ACCOUNT NUMBER: 132165  
PROPERTY NUMBER: 75570480

RECORDING FEES:

FEE CODE: 482 AMOUNT: 25

IF YOU HAVE ANY QUESTIONS REGARDING THIS NOTICE, YOU MAY CONTACT THE INDIVIDUAL WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723.

STEVEN POST, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

TRADEMARK SERVICE FEES:	FEE CODE:
RECORDING FIRST MARK	481
RECORDATION SECOND AND SUBSEQUENT MARK IN SAME DOCUMENT	482
LABOR CHARGES FOR SERVICES PER HOURS OR FRACTION THEREOF	484
UNSPECIFIED OTHER SERVICES	485

PATENT SERVICE FEES:

RECORDING EACH PATENT ASSIGNMENT, AGREEMENT, OTHER PAPER, PER PROPERTY	581
---	-----

**TRADEMARK  
REEL: 002157 FRAME: 0375**

LABOR CHARGES FOR SERVICES PER HOUR	584
(\$30) OR FRACTION THEREOF	
UNSPECIFIED OTHER SERVICES	585

**UNITED STATES  
ASSIGNMENT**

THIS ASSIGNMENT, made the 29 th day of November, 1999 between, CLEAN SHOWER LIMITED PARTNERSHIP, a limited partnership organized and existing under the laws of the State of Florida, located at 11737 Central Parkway, Jacksonville, Florida 32224, United States of America, (hereinafter the "ASSIGNOR"), and CHURCH & DWIGHT COMPANY, a corporation organized under the laws of the State of Wyoming, located at Alchem Road, Green River, Wyoming 82935, United States of America, (hereinafter the ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the Trademarks and the Trademark Applications and Registrations therefor listed in Schedule A attached hereto (hereinafter the "Trademarks"), and

WHEREAS, ASSIGNOR has agreed to assign the Trademarks to the ASSIGNEE, and the ASSIGNEE hereby accepts said assignment.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR hereby assigns to the ASSIGNEE all of its rights, title, and interest in the Trademarks and Trademark Applications and Registrations therefor listed in Schedule A attached hereto, together with the good will of the business associated therewith and the right to sue for past infringement and to retain any damages obtained as a result of such action.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto set its hand this 29 th day of November, 1999.

**CLEAN SHOWER LIMITED PARTNERSHIP**

BY: William S. Elston  
 Name: William S. Elston  
 Title: President of Automation, Inc., which  
 is a General Partner of Clean Shower  
 Limited Partnership

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto set its hand this 29 th day of November, 1999.

**CHURCH & DWIGHT COMPANY**

BY: L. Scott Dickerson  
 Name: L. Scott Dickerson  
 Title: President

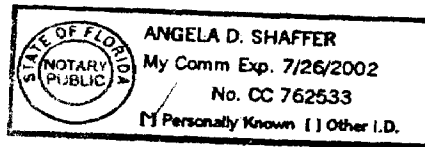
(Corporate Seal)

United States of America )  
State of FLORIDA ) ss:  
County of DUNN )

On this 29 th day of NOVEMBER 1999, before me, personally appeared, William S. Elston, to me known, who being by me duly sworn, did depose and say that he is President of AUTOMATION, INC., which is a General Partner of CLEAN SHOWER LIMITED PARTNERSHIP, the limited partnership described in and which executed the within instrument.

Angela D. Shaffer  
Notary Public

Notarial Seal



United States of America )  
State of New Jersey ) ss:  
County of Mercer )

On this 29 th day of November 1999, before me, personally appeared, L. Scott Dickerson to me known, who being by me duly sworn, did depose and say that he is President of CHURCH & DWIGHT COMPANY, the corporation described in and which executed the within instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal.

Lisa D. Teach  
Notary Public

Notarial Seal

LISA D. TEACH  
NOTARY PUBLIC OF NEW JERSEY  
My Commission Expires July 10, 2003

**UNITED STATES**

**SCHEDULE A**

**REGISTRATIONS**

<u>Trademark</u>	<u>Registration Number</u>
CLEAN SHOWER AND DESIGN	1,989,959
NEVER SCRUB YOUR SHOWER AGAIN	2,071,834
NEVER CLEAN YOUR SHOWER AGAIN	2,219,686

**APPLICATIONS**

<u>Trademark</u>	<u>Application Number</u>
IT WORKS, YOU DON'T!	75/570,480
CLEAN 3	75/623,439
MOUNTAIN RAIN	75/681,293