

# **RECORDATION FORM COVER SHEET TRADEMARKS ONLY**

U.S. DEPT. OF COMMERCE  
Patents & Trademark

**Via Fax: (703) 306-5995**

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

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

Clairol Inc.

- ☐ Individual(s)      ☐ Association  
☐ General Partnership      ☐ Limited Partnership  
☒ Corporation-State

☐ 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: February 28, 2002

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

**6. Total number of applications and registrations 12**

7. Total fee (37 CFR 3.41): \$ 315.00

- ☐ 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

4/16/02  
 Date

700016714

**TRADEMARK  
REEL: 002536 FRAME: 0492**

UNITED STATES

				Registration Date
CLAIROL	75/512667	7/2/1998	2363093	6/27/2000
CLAIROL HERBAL ESSENCES	76/187511	12/28/2000	2504358	11/6/2001
CLAIROL RENEWAL	75/605418	12/16/1998		
DAILY DEFENSE	75/279618	4/23/1997	2156743	5/12/1998
FAMILY PRACTICE FROM CLAIROL RESEARCH	73/716907	3/15/1988	1507974	10/11/1988
FRUIT FUSIONS	76/224564	3/14/2001		
HERBAL ESSENCES	75/508482	6/25/1998	2333812	3/21/2000
HERBAL ESSENCES	75/361034	9/22/1997	2195831	10/13/1998
INSTANT BEAUTY	193208	5/11/1964	789461	5/11/1965
MAKEOVER STUDIO	75/816132	10/6/1999	2491360	9/18/2001
NATURAL INSTINCT	74/297566	7/24/1992	2042140	3/4/1997
PICTURE YOURSELF A THOUSAND BEAUTIFUL WAYS	75/928247	2/25/2000	2490259	9/18/2001

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

WHEREAS, **Clairol Inc.**, located and doing business at 345 Park Avenue, New York, New York 10034, (the "Assignor") is the owner of the trademark applications and registrations (the "Trademarks") listed on the attached and;

WHEREAS, **The Procter & Gamble Company**, 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, its successors and assigns, the entire right, title, and interest to the Trademarks.

Signed in Cincinnati, Ohio on February 28, 2002.

**Clairol Inc.**

  
\_\_\_\_\_  
**David M. Moyer**  
Assistant Secretary

clairol@pg.com

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