

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Clairol Incorporated		02/28/2002	CORPORATION:

RECEIVING PARTY DATA	
Name:	Procter & Gamble Hair Care LLC
Street Address:	One Procter & Gamble Plaza
City:	Cincinnati
State/Country:	OHIO
Postal Code:	45202
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Serial Number:	76333359	
Registration Number:	2643601	XTREMEFX

CORRESPONDENCE DATA	
Fax Number:	(513)983-1992
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	513-983-6158
Email:	brown.jm.1@pg.com
Correspondent Name:	Jessica Brown
Address Line 1:	One Procter & Gamble Plaza
Address Line 2:	C-2 Box 11
Address Line 4:	Cincinnati, OHIO 45202

NAME OF SUBMITTER:	Jessica Brown
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Total Attachments: 1 source=CLAIROL to LLC#page1.tif
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**UNITED STATES
TRADEMARK ASSIGNMENT**

WHEREAS, **Clairol Incorporated**, a corporation of the State of Delaware, (the "Assignor"), is the owner of the trademark application and registration (the "Trademarks") listed below

CLAIROL Crown Device	App. No. 76/333359
XTREMEFX (& Device)	Reg. No. 2,643,601

and;

WHEREAS, **Procter & Gamble Hair Care LLC**, a corporation of the State of Delaware located and doing business at One Procter & Gamble Plaza, Cincinnati, Ohio 45202 USA, (the "Assignee"), is desirous of acquiring the 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 as of the 28th day of February 2002.

Clairol Incorporated

By: 

Name: David M. Moyer

Title: Assistant Secretary