

Form PTO-1594  
(Rev. 10/02)  
OMB No. 0651-0027 (exp. 6/30/2005)

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

Tab settings ⇌ ⇌ ⇌ ▼ ▼ ▼ ▼ ▼ ▼ ▼

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

1. Name of conveying party(ies):  
Chesebrough-Pond's Inc.

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

2. Name and address of receiving party(ies)  
Name: Church & Dwight Company  
Internal Address: \_\_\_\_\_  
Address: \_\_\_\_\_  
Street Address: Alchem Road  
Green  
City: River State: WY Zip: 82935

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

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

Execution Date: October 20, 2003

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s) 761517067  
\_\_\_\_\_

B. Trademark Registration No.(s) 0950960  
\_\_\_\_\_

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: David J. Schuman  
Internal Address: Church & Dwight Co., Inc.  
Law Dept.  
\_\_\_\_\_  
Street Address: 469 North Harrison Street  
\_\_\_\_\_  
City: Princeton State: NJ Zip: 08543-5297

6. Total number of applications and registrations involved: 14

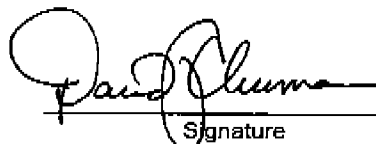
7. Total fee (37 CFR 3.41).....\$ 365.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
031920

DO NOT USE THIS SPACE

9. Signature.

David J. Schuman  
Name of Person Signing

  
Signature

Nov. 10, 2003  
Date

Total number of pages including cover sheet, attachments, and document: 4

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

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Recordation Form Cover Sheet - TRADEMARKS ONLY

Continuation of Item 4(B)

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0398731

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UNITED STATES

TRADEMARK ASSIGNMENT

WHEREAS, CHESEBROUGH-POND'S INC., a corporation organized under the laws of the State of Delaware, USA having offices at 501 Silverside Road, Wilmington, DE 19809 (hereinafter "ASSIGNOR"), is owner of the trademarks, and the registrations and applications therefor, listed on the attached Schedule A; and

WHEREAS, CHURCH & DWIGHT COMPANY, a corporation organized under the laws of the State of Wyoming, USA having offices at Alchem Road, Green River, Wyoming 82935 (hereinafter "ASSIGNEE"), is desirous of acquiring said trademarks, and the registrations and applications therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign to ASSIGNEE all right, title and interest in and to said trademarks, and the registrations and applications therefor, together with the goodwill of the business symbolized by said trademarks.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this agreement to be executed effective as of the Closing Date, as that term is defined in the Asset Purchase Agreement between Conopco, Inc. and Church & Dwight Co., Inc., dated September 9, 2003.

CHESEBROUGH-POND'S INC.

By:   
Name: David Ley Hamilton  
Title: President

**SCHEDULE A**

<b><u>TRADEMARK</u></b>	<b><u>REG. NO./APP. NO.</u></b>
AIM	950,960
MENTADENT	2,014,509
MENTADENT	1,832,568
MENTADENT	2,762,615
MENTADENT & DESIGN	2,758,756
Pump Design	2,454,243
MENTADENT (Stylized)	1,827,994
MENTADENT. MEANT TO BE DIFFERENT	2,413,059
MENTADENT PROCARE (Stylized)	2,254,338
MENTADENT SENSITIVE PLUS	2,418,338
MENTADENT SURROUND	2,296,945
MENTADENT WHITE & CLEAN LABEL	76/517,067
PEPSODENT (Stylized)	398,731
PEPSODENT (Stylized)	293,898