

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Circle of Beauty, Inc.		10/15/2003	CORPORATION: DELAWARE

## RECEIVING PARTY DATA

Name:	Procter & Gamble Company, The
Street Address:	One Procter & Gamble Plaza
City:	Cincinnati
State/Country:	OHIO
Postal Code:	45202
Entity Type:	CORPORATION: OHIO

## PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2076121	SMOOTH WEAR

## CORRESPONDENCE DATA

Fax Number: (513)983-1992  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 513-983-1100  
Email: hammann.lm@pg.com  
Correspondent Name: Lynn M. Hammann  
Address Line 1: One Procter & Gamble Plaza  
Address Line 2: C2 Box 11  
Address Line 4: Cincinnati, OHIO 45202

NAME OF SUBMITTER:

Lynn Hammann

Total Attachments: 1

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# TRADEMARK ASSIGNMENT

WHEREAS, **CIRCLE OF BEAUTY, INC.**, a Delaware corporation, having its principal offices at 540 Madison Avenue, New York, New York 10022, (the "Assignor") is the owner of the following Trademark now registered in the United States Patent and Trademark Office:

*Trademark:* SMOOTH WEAR  
*Reg. No.:* 2,076,121  
*Date of Reg.:* July 1, 1997; and,

WHEREAS, **THE PROCTER & GAMBLE COMPANY**, an Ohio Corporation, having its principal offices at One Procter & Gamble Plaza, Cincinnati, Ohio 45202, (the "Assignee"), is desirous of acquiring said registered Trademark and the goodwill associated therewith;

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 Trademark.

Signed at Hoffman Estates, IL this 15<sup>th</sup> day of October, 2003.

CIRCLE OF BEAUTY, INC.

By: 

Name: Karen Mancuso

Title: Assistant Treasurer