

**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
PriceSmart, Inc.		08/04/2004	CORPORATION: DELAWARE

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

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	2273404	FIRST STEPS
Registration Number:	2271451	FIRST STEPS

CORRESPONDENCE DATA	
Fax Number:	(513)983-1992
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	513-983-8392
Email:	hammann.lm@pg.com
Correspondent Name:	The Procter & Gamble Company
Address Line 1:	One Procter & Gamble Plaza
Address Line 2:	C2 Box 11
Address Line 4:	Cincinnati, OHIO 45202

ATTORNEY DOCKET NUMBER:	73573
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NAME OF SUBMITTER:	Lynn M. Hammann
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Total Attachments: 2
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**UNITED STATES**  
**TRADEMARK ASSIGNMENT**

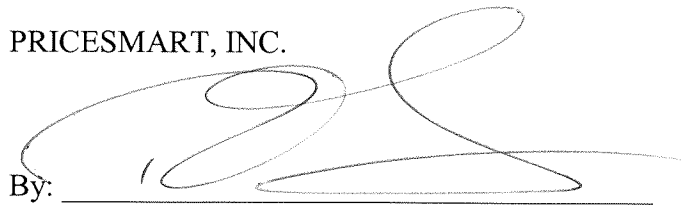
WHEREAS, PRICESMART, INC., a Delaware corporation having its principal place of business at 9740 Scranton Road, San Diego, California 92121-1745 (hereinafter the "Assignor"), is the owner of the trademarks listed on the attached schedule and corresponding registrations (the "Trademarks"); and

WHEREAS, THE PROCTER & GAMBLE COMPANY, an Ohio corporation, having its principal place of business at One Procter & Gamble Plaza, Cincinnati, Ohio 45202 (hereinafter the "Assignee"), is desirous of acquiring the Trademarks together with the goodwill of the business symbolized by the Trademarks;

NOW, THEREFORE, in good and valuable consideration paid to Assignor by the Assignee, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee (without warranties, express or implied) 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 at San Diego, Ca, this 4<sup>th</sup> day of August, 2004.

PRICESMART, INC.

By: 

Name: Robert M. Gans

Title: Executive Vice President

SCHEDULE

<u>Trademark</u>	<u>Country</u>	<u>Reg. Number</u>	<u>Goods</u>
FIRST STEPS	United States	2,273,404	Clothing, namely, disposable diapers
FIRST STEPS	United States	2,271,451	Baby wipes