

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	11/17/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Personal Care Group, Inc.		11/04/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Lander Intangibles Corporation
Street Address:	2711 Centerville Road, Suite 400
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19808
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 44

Property Type	Number	Word Mark
Registration Number:	2285377	A BINACA BLAST FRESHENS BREATH INSTANTLY!
Registration Number:	2826072	A BINACA BLAST THAT LASTS!
Registration Number:	2826089	A BINACA DOUBLE BLAST THAT LASTS!
Registration Number:	2827433	A KICK IN THE KISSER
Registration Number:	2776418	
Registration Number:	0836059	BINACA
Registration Number:	2724805	BINACA
Registration Number:	2304514	BINACA BLASTERS
Registration Number:	2382244	BLASTERS
Registration Number:	0200419	DOROTHY GRAY
Registration Number:	0508645	DOROTHY GRAY
Registration Number:	0512599	DOROTHY GRAY
Registration Number:	2398586	FAST BLAST

CH \$1115.00 2285377

Registration Number:	2748259	FRESH BREATH IS JUST A CLICK AWAY
Registration Number:	2958244	GEL BURSTS
Registration Number:	2548954	MAKES GETTING CLEAN ALMOST AS MUCH FUN AS GETTING DIRTY!
Registration Number:	2558541	THE BUBBLE BATH THAT MAKES GETTING CLEAN ALMOST AS MUCH FUN AS GETTING DIRTY
Registration Number:	2322467	TUB MATE
Registration Number:	2336260	TUB MATE
Registration Number:	0401915	TUSSY
Registration Number:	2978733	MR. BUBBLE
Registration Number:	0761076	MR. BUBBLE
Registration Number:	2740656	MR. BUBBLE
Registration Number:	2338710	MR. BUBBLE
Registration Number:	2740664	
Registration Number:	2845123	
Registration Number:	2338818	
Registration Number:	1492832	MR. BUBBLE
Registration Number:	0786124	
Registration Number:	0838938	
Registration Number:	0197180	OGILVIE
Registration Number:	1360024	OGILVIE
Registration Number:	2830156	OGILVIE
Registration Number:	2744720	POWER BLASTS
Registration Number:	2728078	POWER BLASTS
Registration Number:	2809219	POWER STRIPS
Registration Number:	1166031	PRECISELY RIGHT
Registration Number:	0594339	SATURA
Registration Number:	1523120	WHISPER WAVE
Serial Number:	76381011	CURL CRAZY
Serial Number:	78479421	OGILVIE ADVANTAGE
Serial Number:	78241618	
Serial Number:	78263142	POWER BURSTS
Serial Number:	78737935	CHUBS

CORRESPONDENCE DATA

Fax Number: (609)924-3036
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 609-924-8555
Email: tdenys@mathewslaw.com
Correspondent Name: Todd A. Denys
Address Line 1: 100 Thanet Circle
Address Line 2: Suite 306
Address Line 4: Princeton, NEW JERSEY 08540

ATTORNEY DOCKET NUMBER:	4953-811 US
NAME OF SUBMITTER:	Todd A. Denys
Signature:	/todd a denys/
Date:	11/18/2005

Total Attachments: 4
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source=US Assignment#page4.tif

UNITED STATES

ASSIGNMENT

THIS ASSIGNMENT is made effective the 17th day of November, 2005 between, PERSONAL CARE GROUP, INC., a corporation organized and existing under the laws of the State of Delaware, with a principal place of business located at 300 Nyala Farms Road, Westport, Connecticut 06880, United States of America (hereinafter the "ASSIGNOR"), and LANDER INTANGIBLES CORPORATION, a corporation organized and existing under the laws of the State of Delaware, with a with a corporate address of 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808, United States of America, (hereinafter the "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the Trademarks and Trademark Applications and/or Registrations therefor listed in Schedule A attached hereto (hereinafter the "Trademarks"), and

WHEREAS, ASSIGNOR has agreed to assign the Trademarks to the ASSIGNEE, and the ASSIGNEE hereby accepts said assignment.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR hereby assigns to the ASSIGNEE all of its right, title, and interest in the Trademarks and Trademark Applications and/or Registrations therefor listed in Schedule A attached hereto, together with the good will of the business associated therewith and the portion of the business assets to which the Trademarks and Trademark Applications and/or Registrations pertain and the right to sue for past infringement and to retain any damages obtained as a result of such action.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto set its hand this 17th day of November, 2005.

PERSONAL CARE GROUP, INC.

BY:



Name: William Stammer

Title: Assistant Secretary and Associate General Counsel

(Corporate seal)

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto set its hand this 18th day of November, 2005.

LANDER INTANGIBLES CORPORATION

BY:



Name: Brian Geiger

Title: Vice President – Finance, Chief Financial Officer,
Treasurer and Secretary

(Corporate seal)

United States of America)
State of Connecticut) ss: Westport
County of Fairfield)

On this 4th day of November, 2005, before me, personally appeared, William Stammer, to me known, who being by me duly sworn, did depose and say that he is Assistant Secretary and Associate General Counsel of Personal Care Group, Inc., the corporation described in and which executed the within instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal.

Ann Munnely
Notary Public

Notarial Seal

Ann Munnely
NOTARY PUBLIC
State of Connecticut
My Commission Expires 6/30/09

United States of America)
State of New Jersey) ss:
County of Mercer)

On this 18th day of November, 2005, before me, personally appeared, Brian Geiger, to me known, who being by me duly sworn, did depose and say that he is Vice President – Finance, Chief Financial Officer, Treasurer and Secretary of Lander Intangibles Corporation, the corporation described in and which executed the within instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal.

Tara Lynn Dibari
Notary Public

Notarial Seal

TARA LYNN DIBARI
NOTARY PUBLIC OF NEW JERSEY
MY COMMISSION EXPIRES 6/30/09
TRADEMARK
REEL: 003197 FRAME: 0207

UNITED STATES

SCHEDULE A

<u>Trademark</u>	<u>Registration No.</u>
A BINACA BLAST FRESHENS BREATH INSTANTLY!	2,285,377
A BINACA BLAST THAT LASTS	2,826,072
A BINACA DOUBLE BLAST THAT LASTS	2,826,089
A KICK IN THE KISSER	2,827,433
BEN CHILLIN' DESIGN	2,776,418
BINACA	836,059
BINACA	2,724,805
BINACA BLASTERS	2,304,514
BLASTERS	2,382,244
DOROTHY GRAY	200,419
DOROTHY GRAY	508,645
DOROTHY GRAY	512,599
FAST BLAST	2,398,586
FRESH BREATH IS JUST A CLICK AWAY	2,748,259
GEL BURSTS	2,958,244
MAKES GETTING CLEAN ALMOST AS MUCH FUN AS GETTING DIRTY!	2,548,954
THE BUBBLE BATH THAT MAKES GETTING CLEAN ALMOST AS MUCH FUN AS GETTING DIRTY	2,558,541
TUB MATE	2,322,467
TUB MATE	2,336,260
TUSSY	401,915
MR. BUBBLE	2,978,733
MR. BUBBLE	761,076
MR. BUBBLE	2,740,656
MR. BUBBLE	2,338,710
MR. BUBBLE DESIGN	2,740,664
MR. BUBBLE DESIGN	2,845,123
MR. BUBBLE DESIGN	2,338,818
MR. BUBBLE DESIGN	1,492,832
O (STYLIZED)	786,124
O (STYLIZED)	838,938
OGILVIE (STYLIZED)	197,180
OGILVIE	1,360,024
OGILVIE LOGO	2,830,156
POWER BLASTS	2,744,720
POWER BLASTS & DESIGN	2,728,078
POWER STRIPS	2,809,219
PRECISELY RIGHT	1,166,031
SATURA	594,339
WHISPER WAVE	1,523,120

Trademark

Application No.

CURL CRAZY
OGILVIE ADVANTAGE
MR. BUBBLE DESIGN
POWER BURSTS
CHUBS

76/381,011
78/479,421
78/241,618
78/263,142
78/737,935