

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
Mahara Ashlie	FORMERLY Vicki Bedell	06/22/2005	INDIVIDUAL: UNITED STATES
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: 1			
Property Type	Number	Word Mark	
Registration Number:	2505836	ESSENTIAL RESTORATIVES	
CORRESPONDENCE DATA			
Fax Number:	(513)983-1992		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	5139838392		
Email:	hammann.lm@pg.com		
Correspondent Name:	Lynn M. Hammann		
Address Line 1:	One P&G Plaza		
Address Line 2:	C2 Box 11		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	78694		
NAME OF SUBMITTER:	Lynn M. Hammann		
Signature:	/lmhammann/		
Date:	02/09/2006		

CH \$40.00 2505836

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is effective as of this ____ day of June, 2005, from Mahara Ashlie (formerly known as Vicki Bedell), an individual residing at 21 Nauset Farms Way, P.O. Box 2486, Orleans, MA 02653 ("Assignor"), to The Procter & Gamble Company with a principal place of business at One Procter & Gamble Plaza Cincinnati OH 45202 ("Assignee").

WHEREAS, Assignor has adopted, has used, is using, and is the owner of the trademark shown on Schedule A attached hereto, and made a part hereof (the "Trademark"); and

WHEREAS, Assignee wishes to acquire from Assignor the entirety of Assignor's right, title and interest in and to such Trademark, including, but not limited to, the goodwill symbolized thereby, and Assignor desires to assign such Trademark, and goodwill to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, its successors and assigns forever, Assignor's entire right, title and interest in and to the Trademark, and the goodwill of the business symbolized thereby. This assignment includes all statutory and/or common law rights and/or foreign trademark rights for such Trademark, and any and all rights to contest, protest or sue at law or in equity for any current or past infringement, imitation, impairment, distortion, dilution or other unauthorized use or conduct in derogation of the Trademark, including the right to receive all proceeds and damages therefrom. This Assignment includes all worldwide rights to obtain registrations and/or renewals of registration or other legal protections pertaining to the Trademark. Assignor represents and warrants that it has the right, power, and authority to enter into this Assignment; that the Trademark is free from any liens, claims, security interests, licenses or encumbrances; and that Assignor is not subject to agreements, judgments, or orders inconsistent with this Assignment.

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be duly executed and delivered as of the 22nd day of June, 2005.

ASSIGNOR: MAHARA ASHLIE (formerly known as Vicki Bedell)

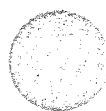
Signature: Mahara Ashlie

Printed Name: Mahara Ashlie

State of Massachusetts)
: SS
County of Barnstable)

On this 22nd day of June, 2005 before me appeared Mahara Ashlie the person who signed this instrument, who acknowledged that he/she signed it as a free act on his own behalf.

William C. [Signature]
Signature of Notary Public



WILLIAM C. [Signature] NOTARY PUBLIC
Commission Expires [Date]
11; Commission Expires 11/17/2011

TRADEMARK
REEL: 003244 FRAME: 0138

SCHEDULE A**TRADEMARK**

MARK	SERIAL NO.	REGISTRATION NO.	FILING DATE	REGISTRATION DATE	STATUS
ESSENTIAL RESTORATIVES (& design)	75/789,742	2,505,836	September 1, 1999	November 13, 2001	Registered