

**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:	04/07/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The Gillette Company		04/07/2006	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	McNeil-PPC, Inc.
Street Address:	One Johnson & Johnson Plaza
City:	New Brunswick
State/Country:	NEW JERSEY
Postal Code:	08933-7001
Entity Type:	CORPORATION: NEW JERSEY

**PROPERTY NUMBERS Total: 5**

Property Type	Number	Word Mark
Serial Number:	78509943	REMBRANDT BRIGHTENING GLOSS
Serial Number:	78492334	REMBRANDT PROFESSIONAL
Serial Number:	78475608	A WHOLE NEW WORLD OF WHITE
Serial Number:	78350140	GIVE YOUR SMILE AN UNFAIR ADVANTAGE
Serial Number:	76513060	REMBRANDT FLASH WHITENING

**CORRESPONDENCE DATA**

Fax Number: (202)842-8465  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 202-842-8800  
 Email: MaryPat.Weyback@dbr.com  
 Correspondent Name: Mary Pat A. Weyback  
 Address Line 1: 1500 K Street, N.W., Suite 1100  
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20005-1209

CH \$140.00 78509943

ATTORNEY DOCKET NUMBER:	31139/223706
NAME OF SUBMITTER:	Mary Pat A. Weyback
Signature:	/Mary Pat A. Weyback/
Date:	04/11/2006
Total Attachments: 2 source=gillette1#page1.tif source=gillette1#page2.tif	

**ASSIGNMENT**

WHEREAS, THE GILLETTE COMPANY, a Delaware corporation, having an address at Prudential Tower Building, 40<sup>th</sup> Floor, Boston, Massachusetts 02199 ("Assignor") is the owner of the marks shown on the attached Schedule A, and the U.S. applications thereof.

WHEREAS, McNEIL-PPC, INC., a New Jersey corporation, having an address at One Johnson & Johnson Plaza, New Brunswick, New Jersey 08933-7001 ("Assignee"), is desirous of acquiring all rights, title and interest in and to the marks shown on Schedule A, the goodwill of the business symbolized thereby, the U.S. applications thereof and the portion of the Assignor's business to which the marks pertain.

NOW, THEREFORE, good and valuable consideration being extant, Assignor hereby assigns to Assignee, and Assignee accepts, all of its rights, title and interest in and to the marks shown on Schedule A, the goodwill of the business symbolized thereby, the U.S. applications thereof and the portion of the Assignor's business to which the marks pertain.

Assignor further assigns to Assignee all right to sue for, to receive and to hold damages and profits accruing from past infringement of the marks shown on Schedule A.

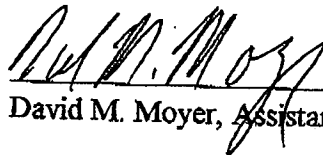
Assignor further warrants that there are no licenses, encumbrances or other agreements, either written, oral or implied, relating to the marks shown on Schedule A of which Assignee is not aware, and that it believes it has good and valid title to the marks to assign to Assignee.

Assignor:

THE GILLETTE COMPANY

Date: April 7, 2006

By:

  
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 David M. Moyer, Assistant Secretary

**SCHEDULE A**

	<b>Ser. No.</b>	<b>Mark</b>
1	78/509943	REMBRANDT BRIGHTENING GLOSS
2	78/492334	REMBRANDT PROFESSIONAL
3	78/475608	A WHOLE NEW WORLD OF WHITE
4	78/350140	GIVE YOUR SMILE AN UNFAIR ADVANTAGE
5	76/513060	REMBRANDT FLASH WHITENING

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