

**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
The Procter & Gamble Manufacturing Company		07/06/2006	CORPORATION: OHIO
The Procter & Gamble Company		07/06/2006	CORPORATION: OHIO

**RECEIVING PARTY DATA**

Name:	Innovative Brands, LLC
Street Address:	2525 East Camelback Road, Suite 850
Internal Address:	c/o The Najafi Companies
City:	Phoenix
State/Country:	ARIZONA
Postal Code:	85016
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 5**

Property Type	Number	Word Mark
Registration Number:	1189689	PERT
Registration Number:	739170	PERT
Registration Number:	2363289	WASHING HAIR AND CHANGING MINDS
Registration Number:	1574237	PERT PLUS
Registration Number:	2760413	PERT PLUS FRESH

**CORRESPONDENCE DATA**

Fax Number: (602)364-7070  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 602-364-7367  
 Email: george.chen@bryancave.com  
 Correspondent Name: George C. Chen  
 Address Line 1: Two North Central Avenue, Suite 2200  
 Address Line 4: Phoenix, ARIZONA 85004-4406

CH \$140.00 1189689

ATTORNEY DOCKET NUMBER:	C045967/0194282
NAME OF SUBMITTER:	George C. Chen
Signature:	/George C. Chen/
Date:	07/06/2006
Total Attachments: 5 source=SL34S_ScanToDesktop_07062006-124207#page1.tif source=SL34S_ScanToDesktop_07062006-124207#page2.tif source=SL34S_ScanToDesktop_07062006-124207#page3.tif source=SL34S_ScanToDesktop_07062006-124207#page4.tif source=SL34S_ScanToDesktop_07062006-124207#page5.tif	

**TRADEMARK ASSIGNMENT**

Pursuant to the Asset Sale and Purchase Agreement between The Procter & Gamble Company, an Ohio corporation ("P&G"), The Procter & Gamble Manufacturing Company, an Ohio corporation (collectively, "Sellers") and Innovative Brands, LLC, a Delaware limited liability company ("Buyer"), relating to Sellers' Pert Plus business and dated June 5, 2006 ("Agreement"), for good and valuable consideration to them paid by Buyer, receipt of which is hereby acknowledged and agreed, P&G hereby sells, conveys, assigns and transfers to Buyer all their right, title and interest in and to the following trademarks, trademark registrations, and trademark applications, along with the associated goodwill:

**Schedule 1.34 of the Agreement**

to have and to hold the same. Subject to the Agreement, P&G hereby authorizes the Buyer to take any and all actions in connection with such trademarks, trademark registrations and trademark applications, in Buyer's own name and at the Buyer's expense. All capitalized terms used, but not defined herein, have the meanings set forth in the Agreement.

Date: July 6, 2006

The Procter & Gamble Company

By: [Signature]  
Name: John Goodwin  
Title: Vice-President & Treasurer

STATE OF Ohio :  
COUNTY OF Hamilton : ss

On this 6<sup>th</sup> day of July, 2006, John P. Goodwin personally appeared before me, identified himself to my satisfaction, and signed the foregoing Form of Trademark Assignment in my presence.



TAMARA ANNE MILLER  
Notary Public, State of Ohio  
My Commission Expires 08-27-11

[Signature]  
Notary Public  
My commission expires: 8/27/2011

# Report 8 - TM File - Listing by Reg. Owner with Goods

Case No	Registered Owner	Country	Trademark	Class	App No /App date	Reg No/ Reg Date	Status	Goods
023522	PGCo	Aruba	PERT	3	N/A	13366	REG	Shampoos, cream rinse and conditioner for the hair.
041259	PGCo	Aruba	PERT PLUS	3	29-Sep-1988 N/A	14-Jul-1989 15601	REG	Soaps, perfumery, agents for body and beauty care, shampoos, hair lotions and other hair care products, ethereal oils, cosmetic agents.
146072	PGCo	Bahamas	PERT	3	08-Jan-1992 22997	10-Mar-1992 22997	REG	Perfumery (including toilet articles, preparations for teeth and hair and perfumed soap); specifically soaps, perfumery, essential oils, cosmetics, hair lotions; dentifrices.
040761	PGCo	Bahamas	PERT PLUS	3	15-Aug-2000 14932	15-Aug-2000 14932	REG	Hair care products including hair shampoo and conditioner.
142399	PGCo	Barbados	PERT	3	06-Dec-1991 N/A	06-Dec-1991 81-10367	REG	Class 3: Soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices
046223	PGCo	Barbados	PERT PLUS	3	15-Aug-2000	28-Jun-2001 81-8533	REG	Products for the care and beauty of the hair, namely, shampoos, creme rinses, conditioners, hair sprays, hair setting mousses and hair setting gels.
142400	PGCo	Bermuda	PERT	3	32026	28-Jan-1992 32026	REG	Class 3 : Soaps; perfumery, essential oils, cosmetics, hair lotions;dentifrices.
087954	PGCo	Bermuda	PERT PLUS	3	31-Aug-2000 21856	31-Aug-2000 21856	REG	Soaps, perfumery, agents for beauty and body care, shampoos, hair lotions and other hair care products, essential oils and cosmetics.
096020	PGCo	Canada	PERT	3	15-Sep-1992 733512	15-Sep-1992 TMA435.827	REG	Hair shampoo and conditioner.
096019	PGCo	Canada	PERT	3	22-Jul-1993 733511	18-Nov-1994 TMA435.826	REG	Hair shampoo and conditioner.
025932	PGCo	Canada	PERT	3	22-Jul-1993 NA	18-Nov-1994 TMA260.365	REG	Creme rinse and conditioner.
025362	PGCo	Canada	PERT	3	17-Jul-1980 259277	26-Jun-1981 TMA123.960	REG	Cream shampoo.
					14-Oct-1960	13-Oct-1961		

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Case No	Registered Owner	Country	Trademark	Class	App No /App date	Reg No/ Reg Date	Status	Goods
029990	PGCo	Canada	PERT PLUS	3	651485 22-Feb-1990	TMA379,417 01-Feb-1991	REG	Hair shampoo and conditioner.
035978	PGCo	Canada	PERT PLUS	3	666107 05-Sep-1990	TMA390,319 15-Nov-1991	REG	Hair shampoo and conditioner.
096018	PGCo	Canada	PERT PLUS FOR KIDS (& Device)	3	733513 22-Jul-1993	TMA436,910 09-Dec-1994	REG	Hair shampoo and conditioner.
153116	PGCo	Canada	PERT PLUS FRESH	3	1144580 27-Jun-2002	TMA604,274 05-Mar-2004	REG	Hair care preparations, namely, shampoo and conditioner.
025933	PGCo	Canada	PRET	3	456355 17-Jul-1980	TMA266,896 26-Feb-1982	REG	Creme rinse & conditioner.
025913	PGCo	Canada	PRET	3	447076 22-Nov-1979	TMA258,649 08-May-1981	REG	Cream shampoo.
029881	PGCo	Canada	PRET PLUS	3	651487 22-Feb-1990	TMA377,397 14-Dec-1990	REG	Hair shampoo & conditioner.
096017	PGCo	Canada	PRET PLUS POUR ENFANTS Design	3	733514 22-Jul-1993	TMA436,616 02-Dec-1994	REG	Hair shampoo and conditioner.
101968	PGCo	Cuba	PERT PLUS (& Device 95)	3	1054-97 31-Jul-1997	130455 22-Jan-2001	REG	Class 3: Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices; specifically shampoos and hair care products.
144779	PGCo	Dominican Republic	PERT	3	N/A 14-Aug-2000	116360 15-Dec-2000	REG	Soaps for industrial purposes and domestic use, substances for washing, bleaching, cleaning and removing stains; specifically, soaps, perfumery, essential oils, cosmetics, hair lotions, dentifrices.
034944	PGCo	Dominican Republic	PERT PLUS	3	N/A 25-Jul-1990	49782 16-Oct-1990	REG	Shampoo and conditioner for the hair.
142677	PGCo	Haiti	PERT	3	N/A 21-Aug-2000	243-128 30-Apr-2001	REG	Soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices.

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Case No	Registered Owner	Country	Trademark	Class	App No /App date	Reg No/ Reg Date	Status	Goods
040937	PGCo	Haiti	PERT PLUS	3	N/A	443-93	REG	Class 3 : Bleaching preparations and other substances for laundry use, cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices.
040315	PGCo	Jamaica	PERT PLUS	3	03-Jan-1992 3-2795	01-Sep-1992 24433	REG	Class 3 : Bleaching preparations and other substances for laundry use, cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices.
142383	PGCo	Netherlands Antilles	PERT	3	04-Nov-1991 N/A	13-Jun-1994 1872	REG	Soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices.
041260	PGCo	Netherlands Antilles	PERT PLUS	3	17-Aug-2000 N/A	09-Nov-2000 1873	REG	Soaps, perfumery, agents for beauty and body care, shampoos, hair lotions and other hair care products, essential oils, cosmetics.
142525	PGCo	Trinidad & Tobago	PERT	3	06-Jan-1992 31046	08-Jun-1992 31046	REG	Soaps, perfumery, essential oils, cosmetics, hair lotions, dentifrices.
040552	PGCo	Trinidad & Tobago	PERT PLUS	3	17-Aug-2000 20333	22-Feb-2002 20333	REG	Perfumery (including toilet articles, preparations for the teeth and hair and perfumed soap).
011003	PGCo	United States of America	PERT	3	13-Dec-1991 270,262	07-Mar-1995 1,189,689	REG	Creme rinse and conditioner for the hair.
010421	PGCo	United States of America	PERT	3	14-Jul-1980 NA	16-Feb-1982 739,170	REG	Shampoo for the hair.
125083	PGCo	United States of America	PERT (Slogan 98)	3	13-Nov-1961 75/597170	09-Oct-1962 2,363,289	REG	Hair shampoo and hair conditioner.
024680	PGCo	United States of America	PERT PLUS	3	30-Nov-1998 73/796,115	27-Jun-2000 1,574,237	REG	Hair shampoo and conditioner.
					27-Apr-1989	02-Jan-1990		

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Case No	Registered Owner	Country	Trademark	Class	App No /App date	Reg No/ Reg Date	Status	Goods
153115	PGCo	United States of America	PERT PLUS FRESH	3	78/139284	2,760,413	REG	Hair care preparations, namely, shampoo and conditioner.
152427	PGL	Cayman Islands	PERT	3	27-Jun-2002	02-Sep-2003 B721702	REG	Toilet preparations for the hair and toilet articles included in class 3, and make-up kits comprising such goods.
						14-Mar-2002		