

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 Proctor & Gamble Company | | 09/25/2006 | CORPORATION: OHIO |
| RECEIVING PARTY DATA | | | |
| Name: | Innovative Brands, LLC | | |
| Street Address: | 2525 E. Camelback Road | | |
| Internal Address: | c/o The Najafi Companies - Suite 850 | | |
| City: | Phoenix | | |
| State/Country: | ARIZONA | | |
| Postal Code: | 85016 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1027163 | SURE | |
| Registration Number: | 0713279 | SURE | |
| Registration Number: | 2418345 | SURE ADVANTAGE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (602)364-7070 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | (602) 364-7000 | | |
| Email: | kewright@bryancave.com | | |
| Correspondent Name: | Walter P. Opaska | | |
| Address Line 1: | Two North Central Avenue | | |
| Address Line 2: | Suite 2200 | | |
| Address Line 4: | Phoenix, ARIZONA 85004 | | |
| ATTORNEY DOCKET NUMBER: | 0202841 | | |
| NAME OF SUBMITTER: | Walter P. Opaska | | |

CH \$90.00 1027163

| | |
|---|--------------------|
| Signature: | /Walter P. Opaska/ |
| Date: | 09/26/2006 |
| Total Attachments: 4 source=P&G Assignment#page1.tif source=SCHEDULE 1.31#page1.tif source=SCHEDULE 1.31#page2.tif source=SCHEDULE 1.31#page3.tif | |

TRADEMARK ASSIGNMENT

Pursuant to the Asset Sale and Purchase Agreement between The Procter & Gamble Company, an Ohio corporation ("Seller"), and Innovative Brands, LLC, a Delaware limited liability company ("Buyer"), relating to Seller's Sure business and dated July 31, 2006, as amended ("Agreement"), for good and valuable consideration to it paid by Buyer, receipt of which is hereby acknowledged and agreed, Seller hereby sells, conveys, assigns and transfers to Buyer all of its right, title and interest in and to the following trademarks, trademark registrations, and trademark applications, along with the associated goodwill:

Schedule 1.31 of the Agreement

to have and to hold the same. Subject to the Agreement, Seller 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: September 25, 2006

The Procter & Gamble Company

By: [Signature]

Name: John P. Goodwin

Title: Vice-President & Treasurer

STATE OF OHIO :
: ss

COUNTY OF HAMILTON :

On this 25 day of September, 2006, John P. Goodwin personally appeared before me, identified himself to my satisfaction, and signed the foregoing Trademark Assignment in my presence.

[Signature]
Notary Public
My commission expires: _____



ROBERT ADAM NEWTON
ATTORNEY AT LAW
Notary Public, State of Ohio
My Commission Has No Expiration
Section 147.03 R.C.

Schedule 1.31
Trademarks

| Country | Trademark | Intl class | Status | App # | App Date | Regis # | Regis Date | Goods |
|-------------|-----------|------------|------------|----------|------------|------------|------------|---|
| Canada | SURE | 3 | Registered | 337142 | 10/19/1970 | TMA179,365 | 11/05/1971 | Personal deodorant. |
| Canada | SURE | 3 | Registered | NA. | 11/27/1958 | TMA156,890 | 05/17/1968 | A personal deodorant. |
| Canada | SURE | 3 | Registered | 494429 | 11/04/1982 | TMA287,314 | 01/27/1984 | Deodorants & anti-perspirants. |
| China | SURE | 3 | Registered | 94066356 | 07/11/1994 | 834255 | 04/28/1996 | Anti-perspirants & deodorants for personal use. |
| Costa Rica | SURE | 5 | Registered | N/A | 12/13/1976 | 56128 | 10/16/1979 | Deodorants not intended for personal use. |
| Costa Rica | SURE | 3 | Registered | N/A | 10/06/1976 | 52008 | 04/25/1977 | Toilet and bath soaps, cosmetics, perfumes, shampoos, dentifrices and other preparations for teeth and hair; bleaching, cleaning, polishing and degreasing preparations. |
| Cuba | SURE | 3 | Registered | 1065-97 | 07/31/1997 | 128091 | 03/13/2000 | Class 3 : Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices. |
| El Salvador | SURE | 3 | Registered | 668-99 | 01/29/1999 | 233BK-94 | 08/12/1999 | Especially deodorants. Soaps, personal deodorants and antiperspirants; cosmetics. |
| Honduras | SURE | 5 | Registered | N/A | 07/05/1976 | 42366 | 10/24/1983 | Hygienic and sanitary substances. |

| Country | Trademark | Intl class | Status | App # | Schedule 1.31 Trademarks | | Regis # | Regis Date | Goods |
|--------------------------|-----------------|------------|------------|-----------|--------------------------|------------|------------|---|-------|
| | | | | | App Date | | | | |
| Honduras | SURE | 3 | Registered | N/A | 09/05/1983 | 46575 | 08/22/1986 | Soaps for personal use, including deodorant soaps with antiseptic and antibacterial properties; cleaning and cleansing preparations for the care and cleaning of teeth and hair, cosmetics, perfumes and toilet preparations. | |
| Hong Kong | SURE | 3 | Registered | 7863/1993 | 07/28/1993 | B8602/1996 | 07/28/1993 | Anti-perspirants & deodorants. | |
| Korea (South) | SURE | 3 | Registered | 2003-5404 | 02/07/2003 | 584393 | 06/07/2004 | Shaving soaps, liquid soaps, deodorant soaps, bath soaps, cream soaps, toilet soaps, anti-perspirants, deodorants for personal use, and perfumes. | |
| Mexico | SURE | 3 | Registered | 95504 | 03/17/1994 | 539680 | 12/16/1996 | Deodorants and antiperspirants. | |
| Netherlands Antilles | SURE | 3 | Registered | N/A | 07/10/1985 | 1886 | 11/01/1985 | Soaps, detergents, perfumery, essential oils, cosmetics, hair lotions, dentifrices, deodorants and anti-perspirants. | |
| Oman | SURE | 5 | Registered | 2877 | 10/03/1989 | 2877 | 07/03/1994 | Sanitary pants & briefs | |
| Panama | SURE | 5 | Registered | N/A | 11/17/1976 | 21656 | 09/05/1977 | Deodorants with anti-perspirant properties. | |
| Switzerland | SURE | 3 | Registered | NA | 12/27/1988 | 369096 | 12/27/1988 | Deodorants with anti-perspirant properties and non-medicated soaps. | |
| United States of America | SURE | 5 | Registered | NA. | 02/12/1975 | 1027163 | 12/16/1975 | Deodorant with anti-perspirant properties. | |
| United States of America | SURE | 3 | Registered | NA. | 02/27/1957 | 713279 | 03/28/1961 | Personal deodorant. | |
| Saudi Arabia | SURE (& Arabic) | 3 | Registered | NA | 01/15/1983 | 212/9 | 01/30/1990 | Deodorants with anti-perspirant properties & | |

Schedule 1.31
Trademarks

| Country | Trademark | Intl class | Status | App # | App Date | Regis # | Regis Date | Goods non-medicated soaps |
|--------------------------|------------------------|------------|------------|-----------|------------|------------|------------|--|
| Taiwan | SURE (Chinese/C) | 3 | Registered | 86007963 | 02/19/1997 | 802805 | 05/16/1998 | Personal deodorant |
| Pakistan | SURE (Packaging 86) | 3 | Registered | 92668 | 12/13/1986 | 92668 | 09/14/1998 | Anti-perspirants and personal deodorants. |
| United States of America | SURE ADVANTAGE | 3 | Registered | 75/675470 | 04/28/1999 | 2418345 | 01/02/2001 | Personal deodorant and anti-perspirant. |
| Canada | SURE SHOT | 3 | Registered | 674167 | 01/16/1991 | TMA442,658 | 05/12/1995 | Dishwashing detergent. |
| Canada | SURE PRO STICK | 3 | Registered | 659429 | 06/07/1990 | TMA388,086 | 08/23/1991 | Personal Deodorant. |