

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
Izumi Products Company		12/29/2006	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	The Gillette Company		
Street Address:	Prudential Tower Building		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02199		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2984119	EMBRACER	
CORRESPONDENCE DATA			
Fax Number:	(513)983-1992		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	513-983-6158		
Email:	brown.jm.1@pg.com		
Correspondent Name:	Jessica Brown		
Address Line 1:	One Procter & Gamble Plaza		
Address Line 2:	C-2, Mailbox 11		
Address Line 4:	Cincinnati, OHIO 45202		
NAME OF SUBMITTER:	02/09/2007		
Signature:	/jessicambrown/		
Date:	02/09/2007		

CH \$40.00 2984119

Total Attachments: 3

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**TRADEMARK
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is effective as of this 29th day of December, 2006, from Izumi Products Company, a corporation of Japan, having a principal place of business at 3039 Ooaza-Sasaga, Matsumoto, Nagano, Japan ("Assignor"), to The Gillette Company, a corporation of Delaware, with a principal place of business at Prudential Tower Building, Boston, Massachusetts 02199, USA ("Assignee").

WHEREAS, Assignor has adopted and has used, and is the owner of the trademark which is the subject of the trademark registrations and applications 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 and the registrations and applications shown on Schedule A, 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 as set forth in a Purchase Agreement between Assignor and Assignee, 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 registrations and applications set forth in Schedule A, 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 29th day of December, 2006.

ASSIGNOR: IZUMI PRODUCTS COMPANY

Signature: *Shunji Izumi*

Printed Name: Shunji Izumi

Title: President

State of _____)

: SS

County of _____)

ASSIGNEE: THE GILLETTE COMPANY

Signature: *Carl J. Roof*

Printed Name: Carl J. Roof

Title: Assistant Secretary

State of OHIO)

: SS

County of Hamilton)

Sherry Beth Slovacek



SHERRY BETH SLOVACEK
Notary Public, State of Ohio
my Commission Expires
August 29, 2011

TRADEMARK
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SCHEDULE A

TRADEMARK

MARK	SERIAL NO.	REGISTRATION NO.	COUNTRY/ BUREAU	REGISTRATION DATE	STATUS Nov. 1, 2006
EMBRACER	78/335,931	2,984,119	United States	August 9, 2005	Registered
EMBRACER	Z1231252	0832304	International Bureau (WIPO)	July 29, 2004	Registered
EMBRACER	2541088	2081259	Argentina	April 24, 2006	Registered
EMBRACER	826816444		Brazil		Pending
EMBRACER	3866712	3866712	EPC	Sept. 27, 2005	Registered
EMBRACER	40-2004-004978	0637682	Korea	Nov. 3, 2005	Registered
EMBRACER	683888	872681	Mexico Class 7	March 22, 2004	Registered
EMBRACER	683883	885204	Mexico Class 8	June 13, 2005	Registered
EMBRACER	2255708	0000104590	Peru	April 14, 2005	Registered
EMBRACER	567346	Kor220580	Thailand	May 31, 2005	Registered