

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Spartan Brands Incorporated		01/11/2007	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Gillette Company		
<b>Street Address:</b>	Prudential Tower Building		
<b>Internal Address:</b>	800 Boylston Street		
<b>City:</b>	Boston		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	02199		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78922697	SMOOTH WAVE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(513)983-1992		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	5139838392		
<b>Email:</b>	hammann.lm@pg.com		
<b>Correspondent Name:</b>	Lynn M. Hammann		
<b>Address Line 1:</b>	One P&G Plaza		
<b>Address Line 2:</b>	C2 Box 11		
<b>Address Line 4:</b>	Cincinnati, OHIO 45202		
<b>NAME OF SUBMITTER:</b>	Lynn M. Hammann		
<b>Signature:</b>	/lmhammann/		
<b>Date:</b>	03/13/2007		

CH \$40.00 78922697

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT ("Assignment") is effective as of this 11<sup>TH</sup> day of JANUARY, 2007, from Spartan Brands Incorporated, a corporation of New York, having a principal place of business at 220 East 23<sup>rd</sup> Street, Suite 601, New York, New York 10010 ("Assignor"), to The Gillette Company, a corporation of Delaware, with a principal place of business at Prudential Tower Building, 800 Boylston St., Boston, Massachusetts 02199 ("Assignee").

WHEREAS, Assignor has adopted and has used, and is the owner of the trademark SMOOTH WAVE which is the subject of trademark application serial no. 78/922,697; and

WHEREAS, Assignee wishes to acquire from Assignor the entirety of Assignor's right, title and interest in and to such Trademark and the application, 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 application serial no. 78/922,697, 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 that to the best of its knowledge 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 11 day of JANUARY, 2007.

**ASSIGNOR: SPARTAN BRANDS INCORPORATED**

Signature: \_\_\_\_\_

Printed Name: Gary Grey

Title: President

State of New York )

: SS

County of New York )

On this 11<sup>th</sup> day of January 2007 before me appeared Gary Grey the person who signed this instrument, who acknowledged that he/she signed it as a free act on his own behalf.

**STEVEN E. HILLER**  
Notary Public, State of New York  
No. 01HI4507658  
Qualified in New York County  
Term Expires November 30, 2009

\_\_\_\_\_  
*Steven E. Hiller*  
Signature of Notary Public

**ASSIGNEE: THE GILLETTE COMPANY**

Signature: Carl J. Roof

Printed Name: Carl J. Roof

Title: Assistant Secretary

State of OHIO )

: SS

County of HAMILTON

On this 12 day of March 2007 before me appeared Carl J. Roof the person who signed this instrument, who acknowledged that he/she signed it as a free act on his own behalf.

\_\_\_\_\_  
*Sherry Beth Slovak*  
Signature of Notary Public

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