

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:	03/15/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Ashland Inc.		03/15/2007	CORPORATION: KENTUCKY

RECEIVING PARTY DATA

Name:	Ashland Licensing and Intellectual Property LLC
Street Address:	5200 Blazer Parkway
City:	Dublin
State/Country:	OHIO
Postal Code:	43017
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	76478065	INSTINT
Serial Number:	76478069	INSTINT

CORRESPONDENCE DATA

Fax Number: (614)790-4268
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 614-790-3105
 Email: pecarothers@ashland.com
 Correspondent Name: Patricia E. Carothers/Ashland Inc.
 Address Line 1: 5200 Blazer Parkway
 Address Line 2: DA5
 Address Line 4: Dublin, OHIO 43017

NAME OF SUBMITTER:	Patricia E. Carothers
Signature:	/Patricia E. Carothers/

CH \$65.00 76478065

Date:

03/15/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT
(UNITED STATES)

WHEREAS, **Ashland Inc.**, a corporation organized under the laws of the State of Kentucky, U.S.A., whose business address is 50 E. RiverCenter Boulevard, Covington, Kentucky 41012-0391, U.S.A., (hereinafter "Assignor"), has adopted and used and is the owner of the service mark and trademark shown on the attached Schedule A and the applications and related goodwill therefor (hereinafter "the Marks").

WHEREAS, **Ashland Licensing and Intellectual Property LLC**, a limited liability company organized under the laws of the State of Delaware, U.S.A., whose business address is 5200 Blazer Parkway, Dublin, Ohio 43017, U.S.A. (hereinafter "Assignee"), desires to acquire the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks, including all claims for damages for past infringement, together with the goodwill of the business symbolized by the Marks, and the registrations issuing from the applications therefor.

Ashland Inc.

By: Thomas F. Davis
Thomas F. Davis, Assistant Secretary *ML*
8/1/07

STATE OF OHIO) ss.
COUNTY OF FRANKLIN)
UNITED STATES OF AMERICA)

On this 15th day of March, 2007, Thomas F. Davis personally appeared and executed the foregoing instrument before me and acknowledged that he executed the same of his own free will and for the purposes set forth with authority to do so.

Patricia E. Carothers
Notary Public

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PATRICIA E. CAROTHERS
Notary Public, State of Ohio
My Commission Expires 01/17/2010

**SCHEDULE A
TRADEMARK ASSIGNMENT
(UNITED STATES)**

TRADEMARK	APPLICATION NO.	CLASS
INSTINT	76/478065	40
INSTINT	76/478069	7