

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 Gillette Company		04/17/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Procter & Gamble Business Services Canada Company		
Street Address:	1959 Upper Water Street, Suite 900		
City:	Halifax		
State/Country:	CANADA		
Postal Code:	B3J 2X2		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2953553	3DEMO	
Registration Number:	2390089	INDICATOR	
Serial Number:	78426925	POWER PASTE	
Serial Number:	78515834	SMART TECHNOLOGY	
Serial Number:	78515836	SMART TECHNOLOGY... BRILLIANT RESULTS	
CORRESPONDENCE DATA			
Fax Number:	(513)983-1992		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	5139838392		
Email:	hammann.lm@pg.com		
Correspondent Name:	Lynn M. Hammann		
Address Line 1:	One Procter & Gamble Plaza		
Address Line 2:	C2 Box 11		
Address Line 4:	Cincinnati, OHIO 45202		

CH \$140.00 2953553

DOMESTIC REPRESENTATIVE

900074630

**TRADEMARK
 REEL: 003523 FRAME: 0867**

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Lynn M. Hammann

Signature:

/lmhammann/

Date:

04/17/2007

Total Attachments: 2

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UNITED STATES

TRADEMARK ASSIGNMENT

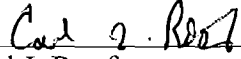
WHEREAS, **The Gillette Company**, a Delaware corporation, located and doing business at Prudential Tower Building, Boston, Massachusetts 02199, (the "Assignor") is the owner of the trademarks listed on the attached schedule and corresponding applications and registrations (the "Trademarks"); and

WHEREAS, **Procter & Gamble Business Services Canada Company**, a Canadian corporation, located and doing business at 1959 Upper Water Street, Suite 900, Halifax, Nova Scotia B3J 2X2 Canada, (the "Assignee"), is desirous of acquiring said Trademarks together with the goodwill of the business symbolized by the Trademarks;

NOW, THEREFORE, in exchange for good and valuable consideration paid to Assignor by Assignee, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, its successors and assigns, the entire right, title, and interest to the Trademarks.

Signed in Cincinnati, Ohio this 17 day of ^{April} ~~January~~ 2007. *CR*

The Gillette Company



Carl J. Roof
Assistant Secretary

SCHEDULE

Trademark	Application Number	Registration Number
3DEMO	78283325	2953553
INDICATOR	74670915	2390089
POWER PASTE	78426925	
SMART TECHNOLOGY & Design	78515834	3188023
SMART TECHNOLOGY ... BRILLIANT RESULTS	78515836	3178070