

**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>
Australian Gold, Inc.		12/18/2007	CORPORATION: INDIANA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Procter & Gamble Company		
<b>Street Address:</b>	One Procter & Gamble Plaza		
<b>City:</b>	Cincinnati		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45202		
<b>Entity Type:</b>	CORPORATION: OHIO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	77127208	PURELY DIVINE	
<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>	(513) 983-8523		
<b>Email:</b>	downey.ja@pg.com		
<b>Correspondent Name:</b>	Michael D. Johns		
<b>Address Line 1:</b>	One Procter & Gamble Plaza		
<b>Address Line 2:</b>	C-2, Mailstop 11		
<b>Address Line 4:</b>	Cincinnati, OHIO 45202		
<b>NAME OF SUBMITTER:</b>	12/28/07		
<b>Signature:</b>	/michaeldjohns/		
<b>Date:</b>	12/28/2007		

CH \$40.00 77127208

Total Attachments: 3

**900095134**

**TRADEMARK  
 REEL: 003686 FRAME: 0042**

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## **TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT ("Assignment") is effective as of this 18<sup>th</sup> day of December, 2007, from Australian Gold, Inc., a corporation of Indiana, having a principal place of business at 6270 Corporate Drive, Indianapolis, Indiana 46278 ("Assignor"), to The Procter & Gamble Company, a corporation of Ohio, with a principal place of business at One Procter & Gamble Plaza, Cincinnati, Ohio 45202 ("Assignee").

WHEREAS, Assignor has adopted and has used, and is the owner of the trademark PURELY DIVINE 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 13<sup>th</sup> day of December, 2007

**ASSIGNOR: Australian Gold, Inc.**

Signature: Leslie A Hartlieb

Printed Name: Leslie A Hartlieb

Title: President

Commission Expires 9/12/2013 State of Indiana  
: SS  
County of Hamilton

On this 13 day of Dec, 2007 before me appeared Leslie Hartlieb the person who signed this instrument, who acknowledged that he/she signed it as a free act on his own behalf.

Deana E. Barker

Signature of Notary Public

**ASSIGNEE: The Procter & Gamble Company**

Signature: Virginia C. Dross

Printed Name: Virginia C. Dross

Title: President

State of Ohio  
: SS  
County of Hamilton

On this 18 day of Dec, 2007 before me appeared Virginia Dross the person who signed this instrument, who acknowledged that he/she signed it as a free act on his own behalf.

My Commission expires 11/6/10 Jeresa Fullman  
Signature of Notary Public

**SCHEDULE A**

**TRADEMARK**

<b>TRADEMARK</b>	<b>COUNTRY/ BUREAU</b>	<b>APP. NO.</b>	<b>APP. DATE</b>	<b>REG. NO.</b>	<b>REG. DATE</b>	<b>STATUS December 3, 2007</b>
PURELY DIVINE	United States	77/127,208	3/09/2007			Pending
PURELY DIVINE	Canada	1362243	9/04/2007			Pending
PURELY DIVINE	CTM	6251722	9/04/2007			Pending

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