



ET

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To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

12.26.07

**1. Name of conveying party(ies):**  
J.B. Williams Company, Inc.

Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation- State: Delaware  
 Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: Combe Incorporated

Internal Address: ---

Street Address: 1101 Westchester Avenue

City: White Plains

State: New York

Country: USA Zip: 10604-3597

Association      Citizenship \_\_\_\_\_  
 General Partnership      Citizenship \_\_\_\_\_  
 Limited Partnership      Citizenship \_\_\_\_\_  
 Corporation      Citizenship Delaware  
 Other \_\_\_\_\_      Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**3. Nature of conveyance /Execution Date(s):**  
 Execution Date(s) December 19, 2007, nunc pro tunc November 30, 2006

Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)  
See three attached sheets.

B. Trademark Registration No.(s)  
See three attached sheets.

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):  
See three attached sheets.

**5. Name & address of party to whom correspondence concerning document should be mailed:**  
Name: Robert R. Caliri

Internal Address: Olson & Cepuritis, Ltd.

Street Address: 20 North Wacker Drive  
- 36th Floor

City: Chicago

State: Illinois Zip: 60606

Phone Number: 312-580-1180

Fax Number: 312-580-1189

Email Address: RCALIRI@OLSONIP.COM

**6. Total number of applications and registrations involved:** 38

**7. Total fee (37 CFR 2.6(b)(6) & 3.41)** \$ 965.00

Authorized to be charged by credit card  
 Authorized to be charged to deposit account  
 Enclosed

**8. Payment Information:**

a. Credit Card      Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 15-0508  
Authorized User Name Robert R. Caliri  
Arne M. Olson

**9. Signature:** Robert R. Caliri  
Signature

Robert R. Caliri  
Name of Person Signing

12/27/2007 12:00:00 PM 1210000007 150508 121027

01 FC:8521      Date 12/27/07 DA  
02 FC:8522      08:00 DA

Total number of pages including cover sheet, attachments, and document: 10

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

ITEM 4

<u>Mark</u>	<u>Reg. No.</u>
WILLIAMS Logo I	95276
MUG & Cup Design	96075
AQUA VELVA Logo	121027
WILLIAMS Logo III	269143
LECTRIC SHAVE	373714
CEPACOL Logo	383155
CEEPRYN Logo	398185
BRYLCREEM Logo	398474
CEPACOL Logo	662139
BLUE BRYLCREEM	910224
ICE BLUE	935779
LECTRIC SHAVE TENDERFACE	991689
Lightning Design	1594798
A LITTLE DAB'LL DO YA!	1855470
WILLIAMS	1910686
WILLIAMS & Triangle/ Line Design	1918673
CEPACOL	2086261
ICE SPORT	2093347

<u>Mark</u>	<u>Reg. No.</u>
AQUA VELVA & Rectangle/ Rhombus Design	2130278
ICE SPORT & Icicles Design	2153511
CLASSIC ICE BLUE Logo	2161529
Half-Cross Semicircle Design	2169076
AQUA VELVA Bottle Configuration II	2190069
BRYLCREEM	2290347
AQUA VELVA	2343852
ICE SPORT	2427176
AQUA VELVA ICE SPORT	2427180
AQUA VELVA ICE BLUE	2459899
CEPACOL Bottle Configuration	2503351
POWER HOLD	2541669
TOTAL HAIR FITNESS	2645983
Cup/Oval Design	2912541
MUG	2912571
MENTHO-CAINE	3052853
ICE BALM	3060788

<u>Mark</u>	<u>Reg. No.</u>
ELECTRIC SHAVE & Lightning Design	3098622
ELECTRIC SMOOTH	3100775

<u>Mark</u>	<u>Ser. No.</u>
THERE'S SOMETHING ABOUT AN AQUA VELVA MAN	76-629319

ASSIGNMENT

WHEREAS, on November 30, 2006, J.B. WILLIAMS COMPANY, INC., a corporation duly organized and existing under and by virtue of the laws of the State of Delaware, United States of America, located at 1101 Westchester Avenue, White Plains, New York 10604-3597, United States of America (hereinafter referred to as "ASSIGNOR"), was the owner of the following trademarks and registrations thereof in the United States of America:

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
WILLIAMS Logo I	95276	03 Feb 1914
MUG & Cup Design	96075	31 Mar 1914
AQUA VELVA Logo	121027	19 Mar 1918
WILLIAMS Logo III	269143	25 Mar 1930
LECTRIC SHAVE	373714	19 Dec 1939
CEPACOL Logo	383155	26 Nov 1940
CEEPRYN Logo	398185	13 Oct 1942
BRYLCREEM Logo	398474	03 Nov 1942
CEPACOL Logo	662139	27 May 1958
BLUE BRYLCREEM	910224	16 Mar 1971
ICE BLUE	935779	13 Jun 1972
LECTRIC SHAVE TENDERFACE	991689	27 Aug 1974
Lightning Design	1594798	08 May 1990

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
A LITTLE DAB'LL DO YA!	1855470	27 Sep 1994
WILLIAMS	1910686	08 Aug 1995
WILLIAMS & Triangle/ Line Design	1918673	12 Sep 1995
CEPACOL	2086261	05 Aug 1997
ICE SPORT	2093347	02 Sep 1997
AQUA VELVA & Rectangle/ Rhombus Design	2130278	20 Jan 1998
ICE SPORT & Icicles Design	2153511	28 Apr 1998
CLASSIC ICE BLUE Logo	2161529	02 Jun 1998
Half-Cross Semicircle Design	2169076	30 Jun 1998
AQUA VELVA Bottle Configuration II	2190069	15 Sep 1998
BRYLCREEM	2290347	02 Nov 1999
AQUA VELVA	2343852	18 Apr 2000
ICE SPORT	2427176	06 Feb 2001
AQUA VELVA ICE SPORT	2427180	06 Feb 2001
AQUA VELVA ICE BLUE	2459899	12 Jun 2001
CEPACOL Bottle Configuration	2503351	06 Nov 2001
POWER HOLD	2541669	19 Feb 2002

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
TOTAL HAIR FITNESS	2645983	05 Nov 2002
Cup/Oval Design	2912541	21 Dec 2004
MUG	2912571	21 Dec 2004
MENTHO-CAINE	3052853	31 Jan 2006
ICE BALM	3060788	21 Feb 2006
LECTRIC SHAVE & Lightning Design	3098622	30 May 2006
LECTRIC SMOOTH	3100775	06 Jun 2006

WHEREAS, on November 30, 2006, ASSIGNOR was the owner of the following trademark and application for registration thereof in the United States of America:

<u>Mark</u>	<u>Ser. No.</u>	<u>Filing Date</u>
THERE'S SOMETHING ABOUT AN AQUA VELVA MAN	76-629319	25 Jan 2005

WHEREAS, on November 30, 2006, ASSIGNOR was the owner of the following common law trademarks:

<u>Mark</u>	<u>Goods</u>	<u>Date of First Use</u>
ICE BLUE	Personal care products, namely, face lotions and skin conditioners	00 Jul 1996
THERE'S SOMETHING ABOUT AN AQUA VELVA MAN	After shaving liquids, and after shaving lotions	08 Nov 2006

WHEREAS, on November 30, 2006, ASSIGNOR assigned to COMBE

INCORPORATED, a corporation duly organized and existing under and by virtue of the laws of the State of Delaware, United States of America, located at 1101 Westchester Avenue, White Plains, New York 10604-3597, United States of America (hereinafter referred to as "ASSIGNEE"), all ASSIGNOR's intangible property used in ASSIGNOR's ongoing and existing business to which said marks pertained -- including the entire right, title, and interest in and to said marks and registrations and application for registration, together with the goodwill of the business symbolized by and attached to said marks, as well as all rights and interests, both legal and equitable, in and to, and appurtenant to, said marks and registrations and application for registration, including all causes of action for the present and/or past infringement of, or unfair competition with, said marks -- and ASSIGNEE thereby became the successor to the ongoing and existing business of ASSIGNOR to which said marks pertained; and

WHEREAS ASSIGNEE has been advised that, in order to perfect title in itself in and to said marks, registrations, application for registration, goodwill, rights, and interests, it is necessary that ASSIGNOR execute and deliver unto ASSIGNEE an instrument in writing formally assigning and confirming the assignment to ASSIGNEE of said marks, registrations, application for registration, goodwill, rights, and interests;

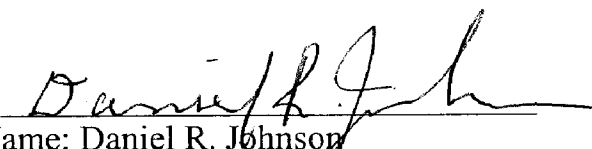
NOW, THEREFORE, in consideration of the sum of one hundred United States dollars (US\$100.00) paid to ASSIGNOR, the sufficiency and the receipt of which are hereby acknowledged, ASSIGNOR hereby sells, assigns, transfers, and sets over unto ASSIGNEE, its legal representatives, successors, and assigns, nunc pro tunc, as of November 30, 2006, the entire right, title, and interest in and to said marks and registrations and application for



registration, together with the goodwill of the business symbolized by and attached to said marks, as well as all rights and interests, both legal and equitable, in and to, and appurtenant to, said marks and registrations and application for registration, including all causes of action for the present and/or past infringement of, or unfair competition with, said marks; and ASSIGNOR does hereby confirm its understanding that said marks, registrations, application for registration, goodwill, rights, and interests became, or were intended to become, the property of ASSIGNEE as of November 30, 2006, and that this assignment is deemed to have become effective as of November 30, 2006.

IN WITNESS WHEREOF, ASSIGNOR has caused this instrument of assignment to be executed by its duly authorized officer at White Plains, New York, United States of America, nunc pro tunc, as of November 30, 2006, this 19<sup>th</sup> day of December, 2007.

J.B. WILLIAMS COMPANY, INC.

By:   
Name: Daniel R. Johnson  
Title: Senior Vice President and Secretary

ACKNOWLEDGMENT

UNITED STATES OF AMERICA )  
 )  
STATE OF NEW YORK ) SS.  
 )  
COUNTY OF WESTCHESTER )

BEFORE ME, the undersigned Notary Public, duly qualified, commissioned, and acting in and for the State and County aforesaid, personally appeared Daniel R. Johnson, who is personally known to me, and known by me to be Senior Vice President and Secretary of J.B. Williams Company, Inc., the Delaware corporation described in the foregoing instrument, and did acknowledge that he had the power and capacity to sign the foregoing instrument, that he signed, sealed, and delivered the foregoing instrument as his free and voluntary act and deed, and as the free and voluntary act and deed of said corporation, for the uses and purposes therein set forth, and that he was duly authorized to do so.

IN WITNESS WHEREOF, I have set my hand hereunto at White Plains, New York, United States of America, this 19<sup>th</sup> day of December, 2007.

*Leila J. Toubia*  
\_\_\_\_\_  
Notary Public

LEILA J. TOUBIA  
Notary Public, State of New York  
No. 01TO6007692  
Qualified in Westchester County  
Commission Expires May 26, 2010