

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
P&G-Clairol, Inc.	FORMERLY Clairol Incorporated	02/06/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Procter & Gamble Company		
Street Address:	One Procter & Gamble Plaza		
Internal Address:	C2-mailstop 11		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45202		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	73669869	OCEAN BREEZE SCENT	
CORRESPONDENCE DATA			
Fax Number:	(513)983-1992		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	513-983-1100		
Email:	brown.al.6@pg.com		
Correspondent Name:	Steven W. Caldwell		
Address Line 1:	One Procter & Gamble Plaza		
Address Line 2:	C2- mailstop 11		
Address Line 4:	Cincinnati, OHIO 45202		
NAME OF SUBMITTER:	Steven W. Caldwell		
Signature:	/swc/		
Date:	02/08/2008		

CH 73669869 \$40.00

Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, P&G-Clairol, Inc., a Delaware corporation with its principal place of business at 1209 Orange Street, Wilmington, Delaware 19801 (“Assignor”), is the owner of certain rights, title and interest in and to the registered trademark OCEAN BREEZE SCENT for a “fragrance ingredient in personal antiperspirant and deodorant” (U.S. Reg. No. 1,475,590), and all goodwill associated therewith (collectively, the “Trademark”); and

WHEREAS, The Procter & Gamble Company, an Ohio corporation with its principal place of business at One Procter & Gamble Plaza, Cincinnati, Ohio 45202 (“Assignee”), is desirous of acquiring all of Assignor's rights, title and interest in and to the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby transfer and assign to Assignee, its successors and assignees all its rights, title and interest in and to the Trademark, together with the goodwill of the business symbolized by and associated with the Trademark, and its right to take any and all actions in connection with such Trademark, in Assignee’s own name and at Assignee’s expense.

P&G-CLAIROL, INC.

Susan M. Shook
Signature

Susan M. Shook
Name: Susan M. Shook

Title: Assistant Secretary

Date: 2-6-08

THE PROCTER & GAMBLE COMPANY

Carl J. Roof
Signature

Carl J. Roof
Name: Carl J. Roof

Title: Assistant Secretary

Date: 2-6-08