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
At Last Naturals, Inc.		01/31/2008	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	The Procter & Gamble Company
Street Address:	One Procter & Gamble Plaza
Internal Address:	C-2 Mailstop 11
City:	Cincinnati
State/Country:	OHIO
Postal Code:	45202
Entity Type:	CORPORATION: OHIO

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	0656580	REVELATION

CH $40.00 0656580

CORRESPONDENCE DATA

Fax Number: (513)983-1992
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 513-983-7377
Email: pgtrademarks.im@pg.com
Correspondent Name: R. Adam Newton
Address Line 1: One Procter & Gamble Plaza
Address Line 2: C-2 Mailstop 11
Address Line 4: Cincinnati, OHIO 45202

NAME OF SUBMITTER:	R. Adam Newton
Signature:	/ranewton/
Date:	02/11/2008

Total Attachments: 2
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Exhibit A

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is effective as of this 31st day of January, 2008, from At Last Naturals, Inc., a corporation of New York, having a principal place of business at 401 Columbus Avenue, Valhalla, New York 10595 ("Assignor"), to The Procter & Gamble Company, a company 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 REVELATION which is the subject of United States trademark registration No. 656,580 (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 registration, 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 registration, 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 31st day of January, 2008.

ASSIGNOR: At Last Naturals, Inc.

Signature: Fred Rosen

Printed Name: Fred Rosen

Title: President

State of New York)
: SS
County of Westchester

On this 31st day of January 2008 before me appeared Fred Rosen the person who signed this instrument, who acknowledged that he/she signed it as a free act on his own behalf.

Venessa

Signature of Notary Public 1/31/08

VENESSA BRUFF
NOTARY PUBLIC, STATE OF NEW YORK
QUALIFIED IN WESTCHESTER COUNTY
NO. 01BR6136185
MY COMMISSION EXPIRES OCT. 31, 2009

ASSIGNEE: The Procter & Gamble Company

Signature: Carl J Roof

Printed Name: Carl J. Roof

Title: Assistant Secretary

State of Ohio)
: SS
County of Hamilton)

On this 8 day of February 2008 before me appeared Carl Roof the person who signed this instrument, who acknowledged that he/she signed it as a free act on his own behalf.

NOTARIAL SEAL STATE OF OHIO

ROBERT ADAM NEWTON
ATTORNEY AT LAW
Notary Public, State of Ohio
My Commission Has No Expiration
Section 147.03 R.C.

Robert Adam Newton

Signature of Notary Public

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