

**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>
Reckitt & Colman (Overseas) Limited		03/22/2008	CORPORATION: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Reckitt Benckiser Inc		
<b>Street Address:</b>	399 Interpace Parkway		
<b>City:</b>	Parsippany		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07054		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3216936	SMARTGUARD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(973)404-5676		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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<b>Correspondent Name:</b>	Linda Heilman		
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<b>NAME OF SUBMITTER:</b>	Linda Heilman		
<b>Signature:</b>	/heilman/		
<b>Date:</b>	03/22/2008		

CH \$40.00 3216936

Total Attachments: 1

**900102289**

**TRADEMARK  
 REEL: 003745 FRAME: 0030**



Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51 and 52

Reg. No. 3,216,936

United States Patent and Trademark Office

Registered Mar. 13, 2007

Corrected

OG Date Jan. 15, 2008

**TRADEMARK  
PRINCIPAL REGISTER**

**SMARTGUARD**

RECKITT & COLMAN (OVERSEAS) LIMITED (UNITED KINGDOM CORPORATION)

DANSOM LANE

HULL, UNITED KINGDOM HU8 7DS

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON NOT ON LIST APPLICATION NO. 004027249, FILED 9-17-2004, REG. NO. 004027249, DATED 3-1-2006, EXPIRES 9-17-2014.

FOR: BLEACHING PREPARATIONS AND OTHER SUBSTANCES FOR LAUN-

DRY USE WHETHER OR NOT IN SOLID, FLUID OR GEL FORM, NAMELY LAUNDRY DETERGENT, LAUNDRY PRE-SOAK AND LAUNDRY BLEACH; LAUNDRY PREPARATIONS FOR DRY CLEANERS, NAMELY, DRY CLEANING FLUIDS AND LAUNDRY STARCHES; CARPET CLEANERS; LAUNDRY DETERGENT SOAPS; SOAPS; DECALCIFYING AND DESCALING PREPARATIONS FOR HOUSEHOLD PURPOSES; FABRIC SOFTENERS, LAUNDRY ADDITIVES NAMELY LAUNDRY BLUEING; STAIN REMOVERS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

SER. NO. 78-504,492, FILED 10-22-2004.

*In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Jan. 15, 2008.*

DIRECTOR OF THE U.S. PATENT AND TRADEMARK OFFICE