

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Beiersdorf AG		01/12/2009	CORPORATION: GERMANY

RECEIVING PARTY DATA

Name:	3M Deutschland GmbH
Street Address:	Carl-Schurz-Strasse 1
City:	Neuss
State/Country:	GERMANY
Postal Code:	D-41453
Entity Type:	CORPORATION: GERMANY

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	2964733	BEYOND SUPPORT
Registration Number:	1563214	BEYOND SUPPORT
Registration Number:	3029934	EASY-SLEEVE
Registration Number:	0435147	FUTURO
Registration Number:	0871379	FUTURO
Registration Number:	3226963	FUTURO
Registration Number:	1258446	FUTURO
Registration Number:	2078635	FUTURO
Registration Number:	3345659	FUTURO
Registration Number:	3345617	FUTURO
Registration Number:	1812850	FUTURO SPORT
Registration Number:	2847909	FUTURO SUPPORT YOUR ACTIVE LIFE
Registration Number:	2596644	FUTURO SUPPORT YOUR ACTIVE LIFE
Registration Number:	2425427	SUPPORT YOUR ACTIVE LIFE

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Registration Number:	3241459	SUPPORT YOUR ACTIVE LIFE
Registration Number:	1156259	THERMO COMFORTER
Serial Number:	77547289	
Serial Number:	77440437	LIVE MORE
Serial Number:	77513466	INFINITY

CORRESPONDENCE DATA

Fax Number: (651)736-3783

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 651-736-3773

Email: trademarks@mmm.com

Correspondent Name: Sarah A. Lockner

Address Line 1: 3M Center, 2501 Hudson Road

Address Line 2: 220-9E-01

Address Line 4: St. Paul, MINNESOTA 55144

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Sarah A. Lockner
Signature:	/Sarah A. Lockner/
Date:	02/03/2009

Total Attachments: 4
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UNITED STATES ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS

WHEREAS, Beiersdorf AG, a German corporation, Unnastrasse 48, D-20253 Hamburg, Germany ("Assignor"), entered into an _____ Agreement dated 16 December, 2008, with 3M Deutschland GmbH, a corporation of Germany, Carl-Schurz-Strasse 1, D-41453 Neuss, Germany. ("Assignee"); and

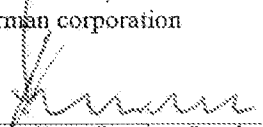

WHEREAS, Assignor is the owner of the trademarks and service marks listed and described in Schedule A attached hereto and by this reference incorporated herein,

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, and intending to be legally bound, Assignor does hereby assign and transfer unto Assignee all right, title, and interest in and to the trademarks and service marks listed and described in Schedule A, together with the goodwill of the business symbolized thereby as well as the right to sue for past infringement and the right to collect damages therefore. Where such trademarks or service marks also are used as trade or business names, Assignor does hereby also assign and transfer unto Assignee all right, title, and interest in and to such trade or business names, together with the goodwill of the business symbolized thereby as well as the right to sue for past infringement and the right to collect damages therefore.

This Assignment is binding on Assignor, its successors and assigns, and will inure to the benefit of the Assignee, its successors and assigns. Nothing in this instrument, express or implied, is intended or shall be construed to confer upon, or give to, any person, corporation or entity other than Assignee, its successors and assigns, any remedy or claim under or by reason of this instrument, or any terms, covenants or conditions hereof, and all the terms, covenants and conditions in this instrument shall be for the sole and exclusive benefit of Assignee and its successors and assigns.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed this 12th day of January, 2009.

Beiersdorf AG,
a German corporation

By:  
Name: Hans-Erning Bernhardt Beiner Hansert
Vice President General Corporate Director
Its: Counsel and Taxation Legal Department

The foregoing instrument was acknowledged before me this _____ day of _____, 2009, by _____, the _____ of Beiersdorf AG, a German corporation, and he or she acknowledged the same to be his or her free act and deed and the free act and deed of said corporation.

Notary Public

DR. PAUL-JOACHIM V. WISSEL
DR. AXEL PFEIFER
DR. TIL BRÄUTIGAM
DR. JAN CHRISTOPH WOLTERS
DR. JOHANNES BEIL
- NOTARE -

Not.Reg. 2009 No. 545

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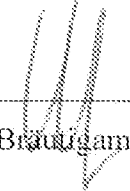
On this 12th day of January 2009, before me, Dr. Til Bräutigam, a notary in and for the Free and Hanseatic City of Hamburg, Germany, duly admitted and sworn in, personally appeared

Mr. Hans-Henning B e r n h a r d t

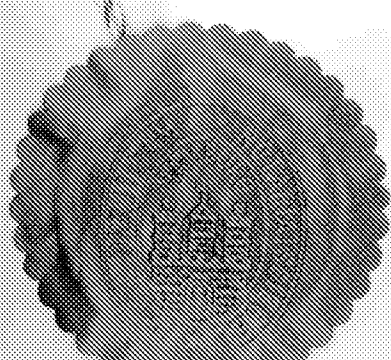
and

Mr. Reiner H a n s e r t ,

who acknowledged to me, that they executed the foregoing Assignment document in their duly authorized capacities as authorized officers (*holders of "Prokura"*) of Beiersdorf Aktiengesellschaft, and for the purpose therein set forth.



Dr. Til Bräutigam



SCHEDULE A

A. Registrations:

<u>Marks</u>	<u>U.S. Patent and Trademark Office Registration Nos.</u>	<u>Registration Dates</u>
BEYOND SUPPORT	2964733	05-Jul-2005
BEYOND SUPPORT (stylized)	1563214	31-Oct-1989
EASY-SLEEVE	3029934	13-Dec-2005
FUTURO	435147	09-Dec-1947
FUTURO	871379	17-Jun-1969
FUTURO	3226963	10-Apr-2007
FUTURO	1258446	22-Nov-1983
FUTURO	2078635	15-Jul-1997
FUTURO & Aesculapian Staff (colour label 2005)	3345659	27-Nov-2007
FUTURO (colour label 2005)	3345617	27-Nov-2007
FUTURO SPORT	1812850	21-Dec-1993
FUTURO SUPPORT YOUR ACTIVE LIFE	2847909	01-Jun-2004
FUTURO SUPPORT YOUR ACTIVE LIFE (yellow background, logo 2000)	2596644	23-Jul-2002
SUPPORT YOUR ACTIVE LIFE	2425427	30-Jan-2001
SUPPORT YOUR ACTIVE LIFE	3241459	15-May-2007
THERMO COMFORTER	1156259	02-Jun-1981

B. Pending Applications for Registration:

	<u>U.S. Patent and Trademark Office</u>	
	<u>Marks</u>	<u>Application Serial Nos.</u> <u>Filing Dates</u>
1.	Aesculapian Staff Design (2008)	77/547,289 14-Aug-2008
	LIVE MORE (slogan)	77/440,437 04-Apr-2008
	INFINITY	77/513466 02-Jul-2008

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