

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
The Procter & Gamble Company		03/31/2009	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	Helen of Troy Limited
Street Address:	13 8th Avenue, Belleville
Internal Address:	P.O. Box 836E
City:	St. Michael
State/Country:	BARBADOS
Entity Type:	CORPORATION: BARBADOS

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Serial Number:	77031202	BEAUTY DOWN TO A SCIENCE
Registration Number:	3455454	(COLOUR)OLOGIE
Registration Number:	3403185	(FRIZZ)OLOGIE
Registration Number:	1422443	
Registration Number:	1207737	INFUSIUM 23
Registration Number:	1279523	INFUSIUM 23
Registration Number:	1504502	INFUSIUM 23
Registration Number:	1437004	INFUSIUM 23
Registration Number:	3420187	(MOISTUR)OLOGIE
Registration Number:	3469667	(REPAIR)OLOGIE
Registration Number:	3396081	(VOLUM)OLOGIE
Registration Number:	1516150	INFUSIUM 23

CORRESPONDENCE DATA

900130944

**TRADEMARK
 REEL: 003966 FRAME: 0221**

CH \$315.00 77031202

Fax Number: (915)225-8081
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 915-225-8040
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Correspondent Name: William J Bass
Address Line 1: 1 Helen of Troy Plaza
Address Line 4: El Paso, TEXAS 79912

DOMESTIC REPRESENTATIVE

Name: William J Bass
Address Line 1: 1 Helen of Troy Plaza
Address Line 4: El Paso, TEXAS 79912

NAME OF SUBMITTER:	William J Bass
Signature:	/WJB/
Date:	04/03/2009

Total Attachments: 11
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TRADEMARK ASSIGNMENT

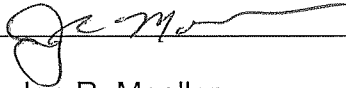
Pursuant to the Asset Sale and Purchase Agreement by and among The Procter & Gamble Company, an Ohio corporation ("Seller") and Helen of Troy Limited, a Barbados international business company ("Buyer"), relating to Seller's Infusium 23 business and dated February 27, 2009 ("Agreement"), for good and valuable consideration to it paid by Buyer, receipt of which is hereby acknowledged and agreed, Seller hereby sells, conveys, assigns and transfers to Buyer all its right, title and interest in and to the following trademarks, trademark registrations and trademark applications and all good will associated therewith:

Schedule 1.37(a) of the Agreement

to have and to hold the same. Subject to the Agreement, Seller hereby authorizes the Buyer to take any and all actions in connection with such trademarks, trademark registrations and trademark applications, in Buyer's own name and at the Buyer's expense. All capitalized terms used, but not defined herein, have the meanings set forth in the Agreement.

Date: March 31, 2009

The Procter & Gamble Company

By: 

Name: Jon R. Moeller

Title: Chief Financial Officer

Schedule 1.37 (a)

Trademarks

1. Trademark Registrations and Applications

See attached list of Trademarks

Schedule of Trademarks

Case No.	Country	Trademark	Class	GOODS	Reg'd Owner	Effective Owner	Appl'n No.	Appl'n Date	Reg'n No.	Reg'n Date	Status	Next Renewal Due
233145	Argentina	INFUSIUM 23	3	Class 3: Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices.	PGCo		2538714	1-Sep-04	2077834	5-Apr-06	R*	5-Apr-16
204371	Australia	INFUSIUM 23	3	All goods in this class including hair care treatment products.	PGCo		A359096	14-Apr-81	A359096	14-Apr-81	R	14-Apr-12
204369	Austria	INFUSIUM 23	3	Hair care treatment products (non-medicated).	PGCo		AM3010/83	28-Oct-83	105312	26-Mar-94	R	31-Mar-14
204561	Benelux	INFUSIUM 23	3, 5	Class 3 Hair care preparations, hair coloring preparations, skin care products (not included in other classes) Class 5 Skin care products (not included in other classes)	PGCo		53131	12-Mar-85	406704	12-Mar-85	R	12-Mar-15
204421	Brazil	INFUSIUM 23	3	Hair care preparations, shampoos, hair conditioners, sprays, gels, and foams; preparations to fix the hair, body and hair lotions, soaps, deodorants, perfumes and preparations for painting hairs.	PGCo		811463001	13-Feb-84	811463001	21-May-85	R	20-May-15
205767	Cambodia	INFUSIUM 23	3	Vitamin hair treatment solution for use by professional cosmetologists.	PGCo		2114	28-Nov-92	2112	23-Dec-92	R	28-Nov-12

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Schedule of Trademarks

Case No.	Country	Trademark	Class	GOODS	Reg'd Owner	Effective Owner	Appl'n No.	Appl'n Date	Reg'n No.	Reg'n Date	Status	Next Renewal Due
P109012-CA	Canada	(COLOUR)OLOGIE E	3	hair care preparations	PGCo		1288444	2-Feb-06			A	
P110161-CA	Canada	AQUAOLOGIE	3	hair care preparations	PGCo		1307857	4-Jul-06	TMA729,647	27-Nov-08	R	
P111137-CA	Canada	BEAUTY DOWN TO A SCIENCE (INFUSIUM 06)	3	hair care preparations	PGCo		1322333	31-Oct-06			A	
P108520-CA	Canada	FRIZZOLOGIE	3	Hair care preparations	PGCo		1280511	22-Nov-05	TMA729,632	27-Nov-08	R	
202142	Canada	INFUSIUM		Complete line of hair care preparations, namely: hair colouring and tinting preparations, hair conditioning preparations, hair styling preparations and hair shampooing preparations.	PGCo		732741	9-Jul-93	TMA440,922	24-Mar-95	R	24-Mar-10
200953	Canada	INFUSIUM (Device 86)	3	Hair conditioner and hair shampoo.	PGCo		559504	1-Apr-86	TMA348,408	25-Nov-88	R	25-Nov-18
201839	Canada	INFUSIUM 23		Hair conditioner.	PGCo		523267	6-Jun-84	TMA301,579	4-Apr-85	R	4-Apr-15
201805	Canada	INFUSIUM 23		Vitamin hair treatment solution for use by professional cosmetologists.	PGCo		459214	25-Sep-80	TMA257,253	27-Mar-81	R	27-Mar-11
201838	Canada	INFUSIUM 23		Setting agents and hair fixatives.	PGCo		523268	6-Jun-84	TMA497,605	22-Jul-98	R	22-Jul-13
P110105-CA	Canada	LISSOLOGIE	3	hair care preparations	PGCo		1307477	29-Jun-06			A**	
P108519-CA	Canada	MOISTUROLOGIE	3	Hair care preparations	PGCo		1280507	22-Nov-05	TMA730866	12-dec-08	R	
P110106-CA	Canada	PIGMENTOLOGIE	3	hair care preparations	PGCo		1307475	29-Jun-06	TMA729659	27-Nov-08	R	
P110093-CA	Canada	REPAIROLOGIE	3	hair care preparations	PGCo		1306786	27-Jun-06	TMA729,657	27-Nov-08	R	
P111138-CA	Canada	SCIENCE CAN BE BEAUTIFUL (INFUSIUM 06)	3	hair care preparations	PGCo		1322246	31-Oct-06			A	
P108518-CA	Canada	VOLUMOLOGIE	3	Hair care preparations	PGCo		1280509	22-Nov-05	TMA730885	18-dec-08	R	
200903	Chile	INFUSIUM 23 (& Label 97)	3	Cosmetics and toiletry products.	PGCo		308510	25-May-95	494624	14-Oct-97	R	14-Oct-07

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Schedule of Trademarks

Case No.	Country	Trademark	Class	GOODS	Reg'd Owner	Effective Owner	Appl'n No.	Appl'n Date	Reg'n No.	Reg'n Date	Status	Next Renewal Due
205618	China	INFUSIUM 23	3	Cosmetics, toiletries; namely, hair shampoo and hair care preparations.	PGCo		92080287	1-Dec-92	680272	7-Mar-94	R	6-Mar-14
206085	China	INFUSIUM 23 & CHINESE	3	Hair shampoo, hair conditioner, hair styling mousse, and hair treatment.	PGCo		94033043	19-Apr-94	802010	28-Dec-95	R	27-Dec-15
203530	Colombia	INFUSIUM 23	3	Hair care preparations.	PGCo		95048311	17-Oct-95			A	*** (See notes)
204828	Congo, DR	INFUSIUM 23	3	Hair conditioner and hair shampoo.	PGCo		134/EXT/86	4-May-86	622/86	11-Jul-86	R	4-May-06
201083	Costa Rica	INFUSIUM 23	3	Hair care preparations, shampoos, hair conditioners, sprays, gels, and foams; preparations to fix the hair.	PGCo			5-Jan-01	127875	5-Sep-01	R	5-Sep-11
201127	Costa Rica	INFUSIUM 23 LOGO	3	Hair care preparations, shampoos, hair conditioners, sprays, gels, foams and preparations to fix the hair.	PGCo				128750	2-Oct-01	R	2-Oct-11
204372	Dominican Rep.	INFUSIUM 23	3, 5, 16, 21	Perfumery, powder, toilet soap, facial and shaving creams, rouge, depilatories, dentifrice, lipsticks and eyebrow pencils; shampoo, nail lacquer, powder fixers, skin astringents, brilliantine, pomades and cosmetics, hair dyes, combs, sponges, and other articles for toilet use and personal hygiene.	PGCo		33159	17-Sep-81	33159	26-Nov-81	R	26-Nov-11

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Case No.	Country	Trademark	Class	GOODS	Reg'd Owner	Effective Owner	Appl'n No.	Appl'n Date	Reg'n No.	Reg'n Date	Status	Next Renewal Due
201037	Ecuador	INFUSIUM 23	3	Hair tinting, dyeing and coloring preparations.	PGCo		47866	31-May-94	11624-01	16-Jun-01	R	18-Jun-11
213955	El Salvador	INFUSIUM 23	3	Hair care preparations, shampoo, hair conditioner, sprays, gels and foams, preparations for hair repair.	PGCo		38768-2003	18-Jun-03	109BK13	13-May-04	R	13-May-14
204373	France	INFUSIUM 23	3,5	Hair treatment products.	PGCo		596861	13-May-81	1169867	13-May-81	R	2-May-11
204374	Germany	INFUSIUM 23	3	Hair care treatment products (non-medicated)	PGCo		D37186/3WZ	16-Mar-82	1077123	17-May-85	R	31-Mar-12
204409	Greece	INFUSIUM 23	3	All goods in class 3.	PGCo		76493	10-Feb-84	76493	10-Feb-84	R	10-Feb-14
205162	Guatemala	INFUSIUM 23	3	Cosmetics (including perfumes and hair care products).	PGCo			23-Jun-89	62150	17-Jul-90	R	16-Jul-10
205164	Honduras	INFUSIUM 23	3	Hair care preparations.	PGCo		16081-99	25-Jul-89	51830	4-Jan-90	R	4-Jan-10
204378	Hong Kong	INFUSIUM 23	3	Vitamin hair treatment and waving solutions.	PGCo		1166/82	30-Apr-82	1984B2169	30-Apr-82	R	30-Apr-13
206431	Hong Kong	INFUSIUM 23 IN CHINESE	3	Hair care preparations.	PGCo		7436/94	4-Jul-94	199800762	22-Jan-98	R	4-Jul-15
205377	Ireland	INFUSIUM 23	3	Hair care and skin care products.	PGCo		398/84	10-Feb-84	110432	10-Feb-84	R	9-Feb-15
204414	Italy	INFUSIUM 23	3,5	Products for the care of the hair and skin.	Ciairoi Delaware	PG Hair Care	33142-C/84	14-Feb-84	686629	15-Dec-86	R	14-Feb-04
204675	Jamaica	INFUSIUM 23	3	Hair conditioner and hair shampoo.	PGCo		Mar-87	10-Dec-85	22312	10-Dec-85	R	10-Dec-16
206348	Japan	INFUSIUM 23	3	Soaps, perfumery, cosmetics, and dentifrices.	PGCo		109449/94	27-Oct-94	3271896	12-Mar-97	R	12-Mar-17
205151	Japan	INFUSIUM 23 & KATAKANA	3	Soaps, dentifrices, cosmetics and perfumery.	PGCo		87437/89	1-Aug-89	2471260	30-Oct-92	R	30-Oct-12
204746	Kenya	INFUSIUM 23	3	Cosmetics (including perfumes and hair care products).	PG Hair Care	PGCo	34335	22-May-86	34335	22-May-86	R	22-May-17

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Case No.	Country	Trademark	Class	GOODS	Reg'd Owner	Effective Owner	App'l'n No.	App'l'n Date	Reg'n No.	Reg'n Date	Status	Next Renewal Due
204406	Korea (South)	INFUSIUM 23	3	Soaps for handwashing laundry, laundry powder detergents, medicated soaps, liquid detergents, glass detergents, toilet soaps, liquid soaps, shampoo, cleaning cleanser and toothpaste.	PGCo		84-938	20-Jan-84	111442	4-Apr-85	R	4-Apr-15
204407	Korea (South)	INFUSIUM 23	3	Perfume, toilet cream, vanilla perfumery, permanent solution, hair sprays, skin lotion, cold cream, hair oil, hair dyes and hair conditioners.	PGCo		84-937	20-Jan-84	111108	9-Mar-85	R	9-Mar-15
204816	Liberia	INFUSIUM 23	10	Hair conditioner and hair shampoo.	PGCo		1.00E+12	19-May-86	44/2001	19-May-86	R	19-May-16
204630	Malaysia	INFUSIUM 23	3	Non-medicated preparations for the care of the hair and skin.	PGCo		909/84	24-Feb-84	84000909	24-Feb-84	R	24-Feb-15
205743	Mexico	INFUSIUM 23	3	Cosmetics and perfumery products, specifically hands and skin lotion.	PGCo		165389	14-Apr-93	466750	18-Jul-94	R	14-Apr-13
205574	Mexico	INFUSIUM 23	3	Non medicinal soaps and detergents.	PGCo		141752	10-Jun-92	426981	10-Jun-92	R	10-Jun-12

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Case No.	Country	Trademark	Class	GOODS	Reg'd Owner	Effective Owner	App'l'n No.	App'l'n Date	Reg'n No.	Reg'n Date	Status	Next Renewal Due
204422	New Zealand	INFUSIUM 23	3	Soaps; perfumery, essential oils, cosmetics, non-medicated toilet preparations, non-medicated preparations for the care and treatment of the skin, hair lotions, hair shampoos, hair conditioners, creme rinses, hair spray and hair tinting, dyeing and colouring preparations, and other non-medicated preparations for the care and treatment of the hair.	PGCo		151307	20-Feb-84	151307	11-Jul-86	R	20-Feb-15
205240	Nicaragua	INFUSIUM 23	3	Hair care preparations.	PGCo			6-Dec-89	20020-CC	6-Jun-91	R	5-Jun-11
204855	Nigeria	INFUSIUM 23	3	Cosmetics (including perfumes and hair care products).	PG Hair Care		378/86/4	16-May-86	58817	6-Dec-01	R	16-May-21
203022	OAPI	INFUSIUM 23	3		PGCo		85826	15-May-96	36314	15-May-96	R	15-May-16
204381	Panama	INFUSIUM 23	3	Vitamin hair treatment solution for use by professional cosmetologists.	PGCo		31843	21-Dec-82	31843	17-Jun-83	R	17-Jun-13

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Case No.	Country	Trademark	Class	GOODS	Reg'd Owner	Effective Owner	App'l'n No.	App'l'n Date	Reg'n No.	Reg'n Date	Status	Next Renewal Due
206217	Paraguay	INFUSIUM 23	3	Class 3: Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices; specifically, hair care preparations, including shampoo, conditioner, gel and mousse.	PGCo		4245-94	17-Mar-94	267258	29-Dec-94	R	29-Dec-14
206462	Peru	INFUSIUM 23	3	Preparations for the care of the hair, such as shampoos, gels, hairdo products and all other products of the same class.	PGCo		26158	20-Nov-96	33376	11-Feb-97	R	11-Feb-17
204996	Puerto Rico	INFUSIUM 23 & HEAD DESIGN	3	Hair shampoo and hair conditioner.	PG Hair Care	PGCo	27693	18-Feb-87	27693	24-Mar-88	R	24-Mar-08
205617	Saudi Arabia	INFUSIUM 23	3	Hair shampoos, hair treatments & conditioners.	PGCo		16697	23-May-92	273/12	10-Jan-93	R	17-Oct-11
204657	Singapore	INFUSIUM 23	3	Hair conditioners and shampoos.	PGCo		S/5345/85	29-Nov-85	T85/05345A	29-Nov-85	R	29-Nov-12
204419	Spain	INFUSIUM 23	3	Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices.	PGCo		1061361	22-Feb-84	1061361	5-Nov-84	R	22-Feb-14
204415	Sweden	INFUSIUM 23	3	Hair care and skin care products.	PGCo		84-1103	10-Feb-84	195550	4-Apr-85	R	4-Jun-15

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Case No.	Country	Trademark	Class	GOODS	Reg'd Owner	Effective Owner	App'l'n No.	App'l'n Date	Reg'n No.	Reg'n Date	Status	Next Renewal Due
204399	Switzerland	INFUSIUM 23	3	Non-medicated preparations and hair care products.	PGCo		6021	20-Oct-83	331224	20-Oct-83	R	20-Oct-13
200809	Taiwan	INFUSIUM	3	Cosmetics and hair lotion.	PGCo		88040790	19-Aug-99	904946	16-Sep-00	R	15-Feb-12
204384	Taiwan	INFUSIUM 23	1	All kinds of common soaps, perfumed soaps, medicated soaps, laundry substances, hair washing and shampoo substances	PGCo		70-21413	2-Jul-81	219872	16-Aug-83	R	15-Feb-12
204383	Taiwan	INFUSIUM 23	3	All kinds of curving preparations and substances	PGCo		70-21412	2-Jul-81	171246	16-Feb-82	R	15-Feb-12
205529	Taiwan	INFUSIUM 23 & CHINESE	3	Permanent hair waving preparations	PGCo		76-44489	18-Aug-87	395696	1-Apr-88	R	15-Feb-12
203025	Tanganyika	INFUSIUM 23	3	A broad range of hair care preparations.	PGCo		22963	29-Jul-94	22963	29-Jul-94	R	29-Jul-11
204417	Thailand	INFUSIUM 23	3	Shampoo, hair conditioners, hair gel, hair mousse.	PGCo		257211	17-Feb-84	Kor8506	17-Feb-94	R	16-Feb-14
204653	Trinidad & Tobago	INFUSIUM 23	3	Hair conditioner and hair shampoo.	PGCo		15831	28-Nov-85	15831	17-Aug-89	R	27-Nov-09
205472	Turkey	INFUSIUM 23	3	Hair shampoo & conditioner.	PGCo		7642/91	5-Sep-91	131667	5-Sep-91	R	5-Sep-11
204377	U.K.	INFUSIUM 23	3		PGCo		1152749	16-Apr-81	B1152749	16-Apr-81	R	16-Apr-12
204831	Uganda	INFUSIUM 23	3	Hair conditioner and hair shampoo.	PGCo		16563	22-Sep-86	16563	22-Sep-86	R	22-Sep-07
245298	USA	(COLOUR)OLOGIE	3	Hair care preparations.	PGCo		78804304	1-Feb-06	3455454	24-Jun-08	R	
307543	USA	BEAUTY DOWN TO A SCIENCE (INFUSIUM 06)	3	hair care preparations	PGCo		77031202	27-Oct-06			A	
242760	USA	(FRIZZ)OLOGIE	3	Hair care preparations	PGCo		78757371	18-Nov-05	3403185	25-Mar-08	R	25-Mar-18
201906	USA	INFUSIUM (Device 86)	3	Hair conditioner, hair shampoo.	PGCo		73570101	25-Nov-85	1422443	30-Dec-86	R	30-Dec-16

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Schedule of Trademarks

Case No.	Country	Trademark	Class	GOODS	Reg'd Owner	Effective Owner	Appl'n No.	Appl'n Date	Reg'n No.	Reg'n Date	Status	Next Renewal Due
201810	USA	INFUSIUM 23	3	Vitamin hair treatment solution for use by professional cosmetologists.	PGCo		73/156178	23-Jan-78	1207737	14-Sep-82	R	14-Sep-12
201806	USA	INFUSIUM 23	3	Hair shampoo. (Renewal filed 2004) [Permanent wave pre-wrapping lotion, and warm permanent wave lotion] deleted during the 2004 renewal due to non use in the U.S.)	PGCo		73/410442	24-Jan-83	1279523	29-May-84	R	29-May-14
201999	USA	INFUSIUM 23****	3	Hairspray and hair styling gel.	PGCo		73/724467	25-Apr-88	1516150	13-Dec-88	R	13-Dec-08
201968	USA	INFUSIUM 23	3	Hair conditioner.	PGCo		73/687997	5-Oct-87	1504502	20-Sep-88	R	20-Sep-08
201928	USA	INFUSIUM 23	3	Hair conditioner for professional use only.	PGCo		73597695	9-May-86	1437004	21-Apr-87	R	21-Apr-17
242761	USA	(MOISTUR)OLOGIE	3	Hair care preparations	PGCo		78757374	18-Nov-05	3420187	29-Apr-08	R	29-Apr-18
304284	USA	(REPAIR)OLOGIE	3	hair care preparations	PGCo		78915722	23-Jun-06	3469667	15-Jul-08	R	
242758	USA	(VOLUM)OLOGIE	3	Hair care preparations	PGCo		78757376	18-Nov-05	3396081	11-Mar-08	R	11-Mar-18
204420	Venezuela	INFUSIUM 23	3	Cosmetics (including perfumes and hair care products).	PGCo		1260-84	20-Feb-84	F122911	14-May-86	R	14-May-11
206280	Venezuela	INFUSIUM 23	3	Hair and skin care products.	PGCo		94-7201	3-Jun-94	P184507	5-Jan-96	R	5-Jan-16
205821	Vietnam	INFUSIUM 23	3	Cosmetics and toiletries, including hair shampoo, hair harmonising.	PGCo		12633	30-Mar-93	10489	23-Dec-93	R	30-Mar-13
203082	Zanzibar	INFUSIUM 23	3	A broad range of hair care preparations.	PGCo		122/94	26-Jul-94	201/95	26-Jul-94	R	26-Jul-22

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