

O:KEITH E. GILMAN COMPANY:600 SOUTH AVENUE WEST

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.105/21/2009
900134559

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name		Formerly	Execution Date
KIMBERLY-CLARK WORLDWIDE, INC.			12/15/2008
		Entity Type	
		CORPORATION: DELAWARE	
RECEIVING PARTY DATA			
Name:		CROWN CONSUMER BRANDS, LLC	
Street Address:		590 MADISON AVENUE	
City:		NEW YORK	
State/Country:		NEW YORK	
Postal Code:		10022	
Entity Type:		LIMITED LIABILITY COMPANY: DELAWARE	
PROPERTY NUMBERS Total: 2			
Property Type		Number	Word Mark
Registration Number:		3441310	DENTABURST
Registration Number:		3389440	SHINE TO GO
CORRESPONDENCE DATA			
Fax Number:		(908)654-7866	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:		908-654-5000	
Email:		trademarkadmin@ldlkm.com	
Correspondent Name:		KEITH E. GILMAN	
Address Line 1:		600 SOUTH AVENUE WEST	
Address Line 4:		WESTFIELD, NEW JERSEY 07090	
ATTORNEY DOCKET NUMBER:		CCB 10.1-002.3	
NAME OF SUBMITTER:		KEITH E. GILMAN	
Signature:		/KEITH E. GILMAN/	

GH \$65.00 3441310

TO: KEITH E. GILMAN COMPANY; 600 SOUTH AVENUE WEST

Date:

05/21/2009

Total Attachments: 1

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TRADEMARK

TRADEMARK ASSIGNMENT

WHEREAS, Kimberly-Clark Worldwide, Inc., a Delaware corporation having a place of business in Neenah, WI 54956, USA ("KCWW"), is the owner of the following trademarks:

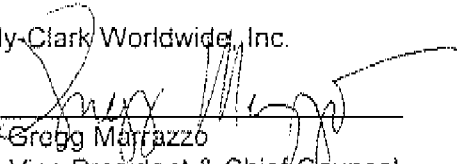
<u>U.S.</u>	<u>Reg./App. No.</u>	<u>Date of Reg./App.</u>
DENTABURST	Reg. No. 3441310	June 3, 2008
SHINE TO GO	Reg. No. 3389440	February 26, 2008

WHEREAS, Crown Consumer Brands, LLC, a Delaware corporation having its principal place of business in New York, New York, 10022, USA ("CROWN"), is desirous of acquiring the entire right, title and interest in and to the trademarks identified herein, applications therefor and registrations thereof, and the goodwill of the business symbolized thereby.

NOW, THEREFORE, in consideration of the sum of One United States Dollar (U.S. \$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, KCWW hereby sells, assigns, transfers and sets over unto CROWN the entire right, title and interest of Kimberly-Clark Worldwide, Inc. in and to said trademarks in the U.S., together with the registration of or application for each thereof, and the goodwill of the business symbolized thereby.

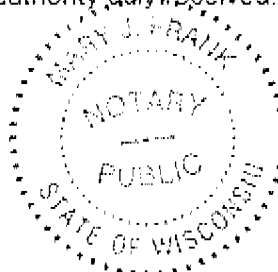
Signed in Neenah, WI, this 15 day of December, 2008.

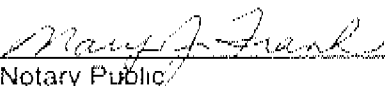
Kimberly-Clark Worldwide, Inc.

By: 
Name: Gregg Marrazzo
Title: Vice President & Chief Counsel
Kimberly-Clark Worldwide, Inc.

State of Wisconsin }
 } ss:
County of Winnebago }

On this 15 day of December, 2008, personally appeared Gregg Marrazzo, to me known and known to me to be the Vice President & Chief Counsel, and acknowledged that he executed the foregoing Assignment on behalf of Kimberly-Clark Worldwide, Inc., and pursuant to authority duly received.




Notary Public
My commission expires on: August 30, 2009