

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                               |                    |
|----------------------------------|--|-------------------------------|--------------------|
| SUBMISSION TYPE:                 | NEW ASSIGNMENT   |                               |                    |
| NATURE OF CONVEYANCE:            | 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> |
| The Procter & Gamble Company     |  | 08/18/2009                    | CORPORATION: OHIO  |
| <b>RECEIVING PARTY DATA</b>      |  |                               |                    |
| <b>Name:</b>                     | Agile Pursuits Franchising, Inc.   |                               |                    |
| <b>Street Address:</b>           | One Procter & Gamble Plaza   |                               |                    |
| <b>City:</b>                     | Cincinnati   |                               |                    |
| <b>State/Country:</b>            | OHIO   |                               |                    |
| <b>Postal Code:</b>              | 45202  |                               |                    |
| <b>Entity Type:</b>              | CORPORATION: OHIO  |                               |                    |
| <b>PROPERTY NUMBERS Total: 6</b> |  |                               |                    |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>              |                    |
| <b>Serial Number:</b>            | 77409361   | MR. CLEAN AUTO SPA            |                    |
| <b>Serial Number:</b>            | 77668001   | LET YOUR LOVE SHINE           |                    |
| <b>Registration Number:</b>      | 3346267  |                               |                    |
| <b>Registration Number:</b>      | 3346268  | MR. CLEAN                     |                    |
| <b>Registration Number:</b>      | 3346286  | MR CLEAN PERFORMANCE CAR WASH |                    |
| <b>Registration Number:</b>      | 3330272  | EXPERIENCE THE SHINE          |                    |
| <b>CORRESPONDENCE DATA</b>       |  |                               |                    |
| <b>Fax Number:</b>               | (513)945-6840  |                               |                    |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                               |                    |
| <b>Phone:</b>                    | 513-983-1246   |                               |                    |
| <b>Email:</b>                    | pgtrademarks.im@pg.com   |                               |                    |
| <b>Correspondent Name:</b>       | Carl J. Roof   |                               |                    |
| <b>Address Line 1:</b>           | 299 East Sixth Street  |                               |                    |
| <b>Address Line 4:</b>           | Cincinnati, OHIO 45202   |                               |                    |
| <b>ATTORNEY DOCKET NUMBER:</b>   | TM-307291 / TR730.1G   |                               |                    |

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**TRADEMARK**  
**REEL: 004058 FRAME: 0509**

|   |              |
|---|--------------|
| NAME OF SUBMITTER:  | Carl J. Roof |
| Signature:  | /cjroof/     |
| Date:   | 09/09/2009   |
| Total Attachments: 1<br>source=TM Assignment Agile Pursuits#page1.tif |              |

TRADEMARK ASSIGNMENT

WHEREAS, The Procter & Gamble Company, a corporation of the State of Ohio, having its principal place of business at One Procter & Gamble Plaza, Cincinnati, OH, USA (hereinafter referred to as "ASSIGNOR"), owns all right, title, and interest in the trademarks described in attached Schedule 1, including all common law rights and goodwill associated therewith, (hereinafter collectively referred to as "Trademarks"), which schedule is incorporated into and forms a part of this assignment; and

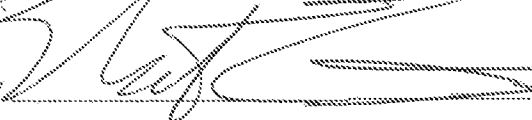
WHEREAS Agile Pursuits Franchising, Inc., an Ohio corporation having offices at One Procter & Gamble Plaza, Cincinnati, Ohio 45202 (hereinafter referred to as "ASSIGNEE"), desires to own the entire right, title, and interest in the Trademarks contained in Schedule 1.

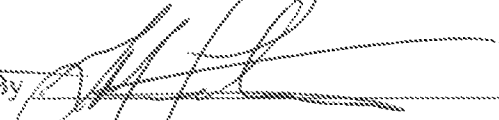
NOW THEREFORE, be it known that, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, transfers, and sets over to ASSIGNEE, its lawful successors and assigns, ASSIGNOR's entire right, title, and interest in and to the Trademarks (including the right to sue for past, present and future infringements and to collect and retain damages and profits therefor), and ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States and any official of any foreign country whose duty it is to issue trademarks on applications as described above, to issue all registrations to ASSIGNEE, its successors and assigns, in accordance with the terms of this Trademark Assignment.

IN TESTIMONY WHEREOF, each party has caused its authorized representative to execute this Trademark Assignment.

ASSIGNOR - The Procter & Gamble Company

ASSIGNEE - Agile Pursuits Franchising, Inc.

By 

By 

Nathan Estruth

G. Michael Foster

Title Future Works V.P.

Title V.P. APFZ

Date 8/18/2009

Date 8/18/2009