

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		09/08/2009	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Agile Pursuits Franchising, Inc.		
Street Address:	One Procter & Gamble Plaza		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45202		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3632738	TIDE	
Registration Number:	3633013	TIDE COLORGUARD	
Registration Number:	3652491	TIDE RESTORE	
CORRESPONDENCE DATA			
Fax Number:	(513)945-6779		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	513-983-2798		
Email:	pgtrademarks.im@pg.com		
Correspondent Name:	Alison Tan		
Address Line 1:	299 E. Sixth Street		
Address Line 2:	S5-217		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	TM-476847; TR730.1-G		
NAME OF SUBMITTER:	Alison Tan		

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Signature:	/atan/
Date:	09/11/2009
Total Attachments: 2 source=TIDE RESTORE - TIDE COLORGUARD - TIDE Bull's eye_Page_1#page1.tif source=TIDE RESTORE - TIDE COLORGUARD - TIDE Bull's eye_Page_2#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.

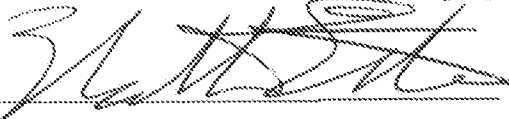
NOW THEREFORE, be it known that, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, transfers, and sets over to ASSIGNEE, its lawful successors and assigns, ASSIGNOR's entire right, title, and interest in and to the Trademarks (including the 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



Nathan Estruth

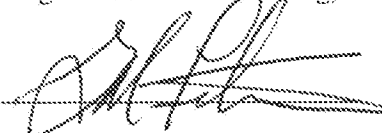
Title

VP P&G Franchising

Date

9/8/2009

By



G. Michael Foster


Title

VP APFI

Date

9/8/2009

Schedule 1

Mark	Status	Serial No.	Filing Date	Reg. No.	Reg. Date
 TIDE (& Bull's eye Device)	Registered	77442496	8 April 2008	3632738	2 June 2009
TIDE COLORGUARD	Registered	77543980	11 August 2008	3633013	2 June 2009
TIDE RESTORE	Registered	77544022	11 August 2008	3652491	7 July 2009