

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
Brand Visionaries Inc.		06/29/2009	CORPORATION:
RECEIVING PARTY DATA			
Name:	Procter & Gamble International Operations SA		
Street Address:	47 route de Saint-Georges, 1213 Petit-Lancy		
City:	Geneva		
State/Country:	SWITZERLAND		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3193709	GUILTY	
CORRESPONDENCE DATA			
Fax Number:	(513)945-6798		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	513-983-5410		
Email:	pgtrademarks.im@pg.com		
Correspondent Name:	Steve Caldwell		
Address Line 1:	299 E. Sixth St.		
Address Line 2:	S-8		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	TM-524681; TR730.1-G		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			

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Address Line 4:

NAME OF SUBMITTER:

Steven W. Caldwell

Signature:

/swc/

Date:

11/10/2009

Total Attachments: 2

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EXHIBIT 1

TRADEMARK ASSIGNMENT

WHEREAS, Brand Visionaries, Inc., a Texas corporation with its principal place of business at 4 Massachusetts Avenue, Barrington, RI 02806 ("Assignor"), is the owner of certain rights, title and interest in and to the registered trademark GUILTY for cologne, eau de perfume, eye make-up, eye shadow, make-up, mascara, and perfume (U.S. Reg. No. 3,193,709), and all goodwill associated therewith (collectively, the "Trademark"); and

WHEREAS, Procter & Gamble International Operations SA, a Swiss corporation with its principal place of business at 47, route de Saint-Georges, 1213 Petit-Lancy, Geneva, Switzerland ("Assignee"), is desirous of acquiring all of Assignor's rights, title and interest in and to the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby transfer and assign to Assignee, its successors and assignees all its rights, title and interest in and to the Trademark, together with the goodwill of the business symbolized by and associated with the Trademark, and its right to take any and all actions in connection with such Trademark, in Assignee's own name and at Assignee's expense.

BRAND VISIONARIES, INC.

PROCTER & GAMBLE INTERNATIONAL OPERATIONS SA

Mark DeFanti

Signature

Mark DeFanti

Name:

President

Title:

6/29/09

Date:

Gregor Versoondert

Signature

Gregor Versoondert

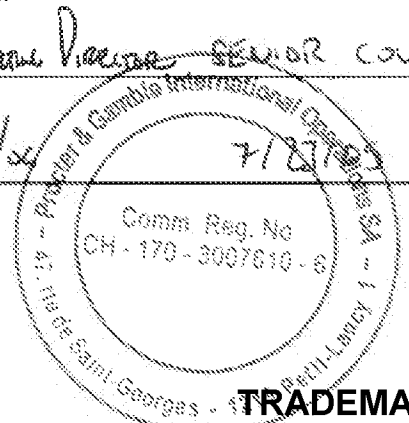
Name:

Senior Counsel IP

Title:

7/29/09

Date:



TRADEMARK

REEL: 004094 FRAME: 0129

SCHEDULE 1 (the "Marks")

Mark	Country	Appln/Regn No.	International Classes	Good/Services Recitation
GUILTY	United States	Reg. No. 3,193,709	003	Cologne, eau de cologne, eau de perfume, eye make-up, eye shadow, make-up, mascara, and perfume.