

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
TAOS Retail, LLC		02/01/2010	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	The Gillette Company
Street Address:	Prudential Tower Building
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02199
Entity Type:	CORPORATION: MASSACHUSETTS

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	3297409	THE PERFECT SHAVE
Registration Number:	3029065	ONE GREAT SHAVE
Registration Number:	2943947	THE 4 ELEMENTS OF THE PERFECT SHAVE
Registration Number:	2768486	BARBER SPA
Registration Number:	2866555	ROYAL SHAVE
Registration Number:	2975576	THE ART OF SHAVING AFTER SHAVE MASK
Registration Number:	2872958	AFTER SHAVE MASK
Registration Number:	2315819	THE ART OF SHAVING
Registration Number:	2108970	THE ART OF SHAVING

CORRESPONDENCE DATA

Fax Number: (513)945-6798
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: johns.md@pg.com
 Correspondent Name: Michael D. Johns

900153627

**TRADEMARK
 REEL: 004141 FRAME: 0637**

CH \$240.00 3297409

Address Line 1: 299 East Sixth Street
Address Line 4: Cincinnati, OHIO 45202

ATTORNEY DOCKET NUMBER:	TM518777; TR730.1-G
NAME OF SUBMITTER:	Michael D. Johns
Signature:	/michaeldjohns/
Date:	02/01/2010

Total Attachments: 3
source=Assignment of Trademarks#page1.tif
source=Assignment of Trademarks#page2.tif
source=Assignment of Trademarks#page3.tif

ASSIGNMENT OF TRADEMARKS

WHEREAS, TAOS Retail, LLC, a Delaware limited liability company, having its principal place of business at 1301 NW 84th Avenue, Suite 101, Miami, Florida 33126 (hereinafter "Assignor"), is the owner of the trademarks and the trademark registrations and applications set forth on Schedule A of this Assignment (hereinafter collectively referred to as the "Trademarks");

WHEREAS, The Gillette Company, a Massachusetts corporation, having its principal place of business at Prudential Tower Building, Boston, MA 02199 (hereinafter "Assignee"), desires to acquire all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks; and

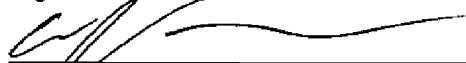
WHEREAS, Assignor and Assignee are desirous of making this Assignment a matter of record.

NOW, THEREFORE, for good and valuable consideration the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title, and interest in and to the aforesaid Trademarks, together with the goodwill of the business symbolized by the Trademarks.

FURTHER, Assignor hereby covenants, agrees and undertakes to execute all confirmatory assignments, lawful oaths, and any other papers which Assignee may reasonably deem necessary or desirable for securing to Assignee or for maintaining for Assignee the Trademarks hereby assigned, all without further compensation to Assignor.

TAOS RETAIL, LLC
By: Procter & Gamble RHD, Inc., its Managing Member

Signature



E.J. Wunsch

Vice President and Secretary

Date

2/1/2010

Schedule A to Assignment

Trademark	Country	Registration Number	Registration Date	Status	Goods
THE PERFECT SHAVE	United States	3297409	9/25/2007	Registered 8 & 15 filing due 9/25/2013	Aromatherapy oils; cosmetic creams for skin care; cosmetic oils; cosmetic preparations for body care; cosmetic soaps; cosmetics; essential oils for personal use; face creams for cosmetic use; fragrances for personal use; perfumed soap; skin soap.
ONE GREAT SHAVE	United States	3029065	12/13/2005	Registered 8 & 15 filing due 12/13/2011	Cosmetic preparations for male skin care.
THE 4 ELEMENTS OF THE PERFECT SHAVE	United States	2943947	4/26/2005	Registered 8 & 15 filing due 4/26/2011	Cosmetic and grooming supplies for men and women, namely face and body creams, face and body soaps, aromatherapy oils, essential oils for personal use, and fragrances, namely perfume.
BARBER SPA	United States	2768486	9/23/2006	Registered 8 & 9 filing due 9/23/2013	Men's beauty services namely, facials and grooming.
ROYAL SHAVE	United States	2866555	7/27/2004	Registered 8 & 15 filing due 7/27/2010	Health spa services, namely, cosmetic body care services.
THE ART OF SHAVING AFTER SHAVE MASK	United States	2975576	7/26/2005	Registered 8 & 15 filing due 7/26/2011	Cosmetic supplies for men, namely skin oils for sensitive and non-sensitive skin.
AFTER SHAVE MASK	United States	2872958	8/10/2004	Registered 8 & 15 filing due 8/10/2010	Cosmetic and grooming supplies for men and women, namely, face and body creams, face and body soaps, aromatherapy oils, essential oils for personal use, and fragrances, namely, perfume.

Trademark	Country	Registration Number	Registration Date	Status	Goods
THE ART OF SHAVING	United States	2315819	2/8/2000	Registered 8 & 9 filing due 2/8/2010	Cosmetic and grooming supplies for men and women, namely, face and body creams, face and body soaps, aromatherapy oils, essential oils for personal use, and fragrances, namely, perfume.
THE ART OF SHAVING	United States	2108970	10/28/1997	Registered 8 & 9 filing due 10/28/2017	Retail store services in the field of men's and women's grooming products.