

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
EDC Licensing, Inc		05/27/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Kao Kabushiki Kaisha		
Trading As:	TA Kao Corporation		
Street Address:	14-10, Nihonbashi Kayabacho, 1-chome, Chuo-ku		
City:	Tokyo 103-8210		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2851770	READY, SET, GLOW!	
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-813-5900		
Email:	anicolescu@fzlz.com		
Correspondent Name:	SUSAN UPTON DOUGLASS		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	KAO 1003891		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

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**TRADEMARK
 REEL: 004220 FRAME: 0800**

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Susan Upton Douglass

Signature:

/anca nicolescu/

Date:

06/08/2010

Total Attachments: 1

source=Executed assignment to Kao (F0635452)#page1.tif

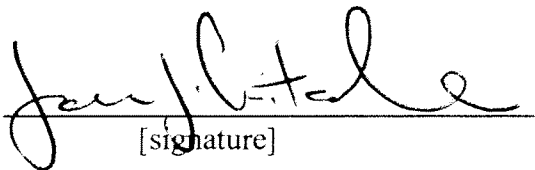
ASSIGNMENT

WHEREAS, EDC Licensing, Inc., a corporation organized and existing under the laws of Delaware, located at 300 Delaware Avenue, Suite 311, Wilmington, Delaware 19801, United States ("Assignor"), is the owner of the trademark READY, SET, GLOW!, Reg. No 2,851,770 (the "Trademark"); and

WHEREAS, Kao Kabushiki Kaisha (also trading as Kao Corporation), a corporation organized and existing under the laws of Japan, located at 14-10, Nihonbashi Kayabacho, 1-chome, Chuo-ku, Tokyo 103-8210, Japan ("Assignee"), is desirous of acquiring the Trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the identified registration therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.

EDC Licensing, Inc.

By: 
[signature]

Name: James J. Comitale
[typed or printed]

Title: Vice President & Secretary

Date of Signature: May 27, 2010