

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
HASBRO, INC.		09/02/2010	CORPORATION: RHODE ISLAND
RECEIVING PARTY DATA			
Name:	CHURCH & DWIGHT CO., INC.		
Street Address:	469 North Harrison Street		
City:	Princeton		
State/Country:	NEW JERSEY		
Postal Code:	08543-5297		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3220612	TOOTH TUNES	
CORRESPONDENCE DATA			
Fax Number:	(609)497-7179		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	609-683-7086		
Email:	david.schuman@churchdwight.com		
Correspondent Name:	David J. Schuman		
Address Line 1:	469 North Harrison Street		
Address Line 2:	Law Department		
Address Line 4:	Princeton, NEW JERSEY 08543-5297		
ATTORNEY DOCKET NUMBER:	23088-PC-ORAL		
NAME OF SUBMITTER:	David J. Schuman		
Signature:	/David J. Schuman/		

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 REEL: 004284 FRAME: 0862**

Date:

09/27/2010

Total Attachments: 1

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ASSIGNMENT OF TRADEMARKS

WHEREAS HASBRO, INC. ("Assignor"), a Rhode Island corporation, having an address at 1027 Newport Avenue, Pawtucket, Rhode Island 02862, is the owner of record of the trademark (the "Trademark") and the registration of the Trademark (the "Registration") displayed below:

Mark	Registration Number	Registration Date
TOOTH TUNES	3,220,612	03/20/2007

WHEREAS, Church & Dwight Co., Inc. ("Assignee"), a Delaware corporation, having an address at 469 North Harrison Street, Princeton, New Jersey 08543, U.S.A., has acquired from Assignor certain assets of Assignor, including the Trademark, the Registration, and the goodwill of the business symbolized by the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound, Assignor hereby assigns, conveys and transfers to Assignee all right, title and interest in and to the Trademark and the Registration, together with the goodwill of the business symbolized by the Trademark, to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made.

Dated: September 2, 2010

HASBRO, INC.

By: Deborah Thomas

Name: Deborah Thomas

Title: Chief Financial Officer