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
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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/

CH $40.00 3220612

Date:	09/27/2010

Total Attachments: 1
source=US- Hasbro TOOTH TUNES assignment from#page1.tif

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