

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
Noxell Corporation		10/02/2009	CORPORATION: MARYLAND
RECEIVING PARTY DATA			
Name:	Alberto-Culver USA, Inc.		
Street Address:	2525 Armitage Avenue		
City:	Melrose Park		
State/Country:	ILLINOIS		
Postal Code:	60160		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3005023	CONTINUOUS CLEAN	
CORRESPONDENCE DATA			
Fax Number:	(708)450-3409		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	708-450-3000		
Email:	pdesimone@alberto.com		
Correspondent Name:	Patricia M. DeSimone		
Address Line 1:	2525 Armitage Avenue		
Address Line 4:	Melrose Park, ILLINOIS 60160		
ATTORNEY DOCKET NUMBER:	ID NO. 13576		
NAME OF SUBMITTER:	Patricia M. DeSimone		
Signature:	/PMD/		
Date:	10/13/2010		

CH \$40.00 3005023

Total Attachments: 2

source=NOXZEMA add'l assignment#page1.tif

source=NOXZEMA add'l assignment#page2.tif

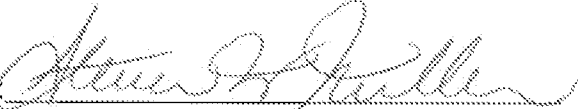
TRADEMARK ASSIGNMENT

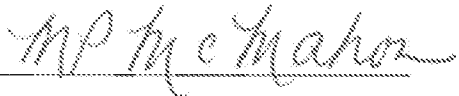
Pursuant to the Asset Sale and Purchase Agreement by and among The Procter & Gamble Company, an Ohio corporation ("P&G"), and Noxell Corporation, a Maryland corporation (collectively, "Sellers") and Alberto-Culver USA, Inc., a Delaware corporation ("Buyer"), relating to Sellers' Noxzema business and dated September 6, 2008 ("Agreement"), for good and valuable consideration to them paid by Buyer, receipt of which is hereby acknowledged and agreed, P&G and Noxell hereby each sell, convey, assign and transfer to Buyer (i) all of its right, title and interest in and to the trademarks, trademark registrations and trademark applications and trade dress ("Trademarks") set forth or described on Attachment A hereto along with the associated goodwill, and (ii) all of its rights to all causes of action and other claims for past infringements or other violations of rights in the Trademarks including the right to recover for damages and profits and all other remedies for such past infringements or other violations thereof. All capitalized terms used, but not defined herein, have the meanings set forth in the Agreement.

Dated: October 2, 2009

THE PROCTER & GAMBLE COMPANY

NOXELL CORPORATION

By: 

By: 

Name: Steven W. Miller

Name: Mary Pat McMahon

Title: Vice President and Treasurer

Title: Associate General Counsel
Associate Director

ATTACHMENT A:

Country	Trademark	Goods	Reg'd. Owner	Class	App'n Date	App'n No.	Reg'n Date	Reg'n No.	Status	Next Renewal Date	Community
Canada	CONTINUOUS CLEAN	Non-medicated and medicated skin care preparations.	PG Co	3	22-Dec-03	1202065	2-Dec-05	TMA654,285	R	2-Dec-20	
Canada	ITS BEAUTIFUL SKIN AT YOUR FINGERTIPS	Skin cream dispensers.	PG Co	3	28-Jun-85	545374	8-Aug-86	TMA317,271	R	8-Aug-16	
Canada	TAN & GUARD	Sun tan lotion and insect repellent	PG Co	3	6-Oct-59	253391	14-Apr-67	TMA150,152	R	14-Apr-12	
United States	CONTINUOUS CLEAN	Class 3: Non-medicated skin care products. Class 5: Medicated skin care preparations.	Noxell	3, 5	22-Dec-03	78944192	4-Oct-05	3,005,023	R	4-Oct-15	