

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
The Procter & Gamble Company		06/28/2011	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	High Ridge Brands Co.		
Street Address:	5 High Ridge Park		
Internal Address:	Suite 100		
City:	Stamford		
State/Country:	CONNECTICUT		
Postal Code:	06905		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1765195	WHITEWATER FRESH	
CORRESPONDENCE DATA			
Fax Number:	(212)277-6501		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212)277-6500		
Email:	goodwillj@dicksteinshapiro.com		
Correspondent Name:	Clark W. Lackert		
Address Line 1:	Dickstein Shapiro LLP		
Address Line 2:	1633 Broadway		
Address Line 4:	New York, NEW YORK 10019-6708		
ATTORNEY DOCKET NUMBER:	H0352.0001		
NAME OF SUBMITTER:	Clark W. Lackert		
Signature:	/Clark W. Lackert/		

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**TRADEMARK
 REEL: 004572 FRAME: 0877**

Date:

06/30/2011

Total Attachments: 2

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EXHIBIT 1

TRADEMARK ASSIGNMENT

WHEREAS, The Procter & Gamble Company, an Ohio corporation, having its principal place of business at One Procter & Gamble Plaza, Cincinnati, Ohio 45202 (hereinafter "Assignor"), is the owner of the trademark registration set forth on Schedule A of this Assignment (hereinafter referred to as the "Trademark");

WHEREAS, High Ridge Brands Co., a Delaware corporation, having its principal place of business at 5 High Ridge Park, Suite 100, Stamford, CT 06905 (hereinafter "Assignee"), desires to acquire all right, title, and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark; 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, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title, and interest in and to the aforesaid Trademark, together with the goodwill of the business symbolized by the Trademark.

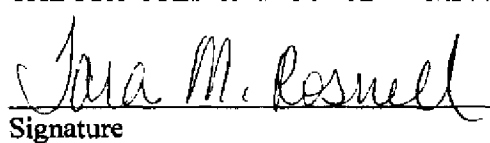
FURTHER, Assignor hereby covenants, agrees and undertakes to execute all confirmatory assignments, lawful oaths, and any other papers which Assignee may reasonably deem necessary or desirable for securing to Assignee the Trademark hereby assigned, all without further compensation to Assignor.

HIGH RIDGE BRANDS CO.

THE PROCTER & GAMBLE COMPANY



Signature



Signature

James Daniels

Name

TARA M ROSNELL

Name

CEO

Title

Assistant Secretary

Title

6/10/11

Date

6/28/11

Date

5 High Ridge Park Stamford, CT 06905
Phone: 203-674-8080 Fax: 203-674-8088
www.highridgebrands.com



SCHEDULE A
TRADEMARK

Trademark & Registration Number	Registration Date	Goods
WHITEWATER FRESH RN: 1,765,195	April 13, 1993	(Int'l Class: 3) Detergent bar for personal cleansing

5 High Ridge Park Stamford, CT 06905
Phone: 203-674-8080 Fax: 203-674-8088
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