

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		09/15/2011	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	PUR Water Purification Products, Inc.		
Street Address:	One P&G Plaza		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45202		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	3999103	CLASSICCLEAR	
Registration Number:	3920658	EASY ONE-CLICK INSTALLATION	
Registration Number:	3884135	MINERALCLEAR	
Registration Number:	1756655	PUR	
Registration Number:	3327311	PUR FLAVOR OPTIONS	
Registration Number:	3880999	PUR	
Registration Number:	2466359	PUR	
Registration Number:	2740111	PUR WATER FILTRATION SYSTEM	
Registration Number:	3442614	PUR WATER FILTRATION SYSTEM FLAVOR OPTIONS	
CORRESPONDENCE DATA			
Fax Number:	(513)945-6798		
Phone:	513-983-2059		
Email:	guess.rl@pg.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			

CH \$240.00 3999103

Correspondent Name: Rene L. Guess
Address Line 1: 299 E. 6th Street
Address Line 2: S7-226
Address Line 4: Cincinnati, OHIO 45202

ATTORNEY DOCKET NUMBER:	MM-319214
NAME OF SUBMITTER:	Rene L. Guess
Signature:	/rtguess/
Date:	09/16/2011

Total Attachments: 2
source=Executed U.S. Trademark Assignment#page1.tif
source=Executed U.S. Trademark Assignment#page2.tif

TRADEMARK ASSIGNMENT

WHEREAS, The Procter & Gamble Company, an Ohio corporation, whose principal office is One P&G Plaza, Cincinnati, OH 45202 ("P&G") has registered (or applied to register) the trademarks listed on Schedule A (hereinafter referred to as "the Marks") in the United States Patent and Trademark Office;

WHEREAS PUR Water Purification Products, Inc., an Ohio corporation, whose principal office is One P&G Plaza, Cincinnati, OH 45202 ("PUR") is a wholly-owned subsidiary of P&G;

WHEREAS, P&G, as parent of PUR and the legal owner of the Marks, exercised control over PUR and the nature and quality of the goods on which PUR used the Marks;

WHEREAS, PUR conducted the ongoing and existing business of P&G to which the Marks pertain and will continue to conduct that business after the execution of this Assignment;

WHEREAS, P&G acknowledges that PUR served as the beneficial owner of the Marks and that P&G as the legal owner of the Marks filed, prosecuted, registered, and maintained the Marks in the United States Patent and Trademark Office to facilitate the management and protection of the Marks; and

WHEREAS, P&G has determined that the management and protection of the Marks will now be better served by transferring the Marks to PUR so that it will also be the legal owner of the Marks and will therefore be able to assume direct control over the nature and quality of the goods on which they are used.



NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, P&G does hereby assign and transfer unto PUR, its successors and assigns, all of its right, title and interest in and to the Marks and the U.S. applications or registrations therefore, together with the goodwill of the business symbolized by the Marks, and the right to recover for damages and profits for past infringements therefore.

The Procter & Gamble Company
(Assignor)

By: Tara M. Rosnell
Tara M. Rosnell
Assistant Secretary

Date: September 15, 2011

SCHEDULE A

Trademark	Int Class	App No	Appl Date	Reg No	Reg Date	Status
CLASSICCLEAR	11	77/948485	02-Mar-2010	3999103	19-Jul-2011	Registered
EASY ONE-CLICK INSTALLATION (& Device 09 b/w) 	11	77/816081	31-Aug-2009	3920658	15-Feb-2011	Registered
MINERALCLEAR	11	77/862580	02-Nov-2009	3884135	30-Nov-2010	Registered
PUR	11	74/078,515	16-Jul-1990	1,756,655	09-Mar-1993	Registered
PUR FLAVOR OPTIONS	11	78/813507	13-Feb-2006	3327311	30-Oct-2007	Registered
PUR (Stylized 09) 	11	77/786934	22-Jul-2009	3880999	23-Nov-2010	Registered
PUR (Stylized 99) 	11	75/661,050	12-Apr-1999	2,466,359	03-Jul-2001	Registered
PUR WATER FILTRATION SYSTEM (& Device 00) 	11	76/447714	06-Sep-2002	2,740,111	22-Jul-2003	Registered
PUR WATER FILTRATION SYSTEM FLAVOR OPTIONS (& Label 06 color) 	11	78/822026	29-Feb-2006	3442614	03-Jun-2008	Registered