

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 Gillette Company		02/04/2010	CORPORATION:
RECEIVING PARTY DATA			
Name:	The Field Companies Fulfillment Center, Inc.		
Street Address:	385 Pleasant St. PO Box 78		
City:	Watertown		
State/Country:	MASSACHUSETTS		
Postal Code:	02471-0078		
Entity Type:	CORPORATION: MASSACHUSETTS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	75603704	THEESSENTIALS	
Registration Number:	3775025	THEESSENTIALS	
CORRESPONDENCE DATA			
Fax Number:	(617)924-9011		
Phone:	617 926 5550 ext 361		
Email:	johnm@fieldcompanies.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	John R McDonald		
Address Line 1:	385 Pleasant St. PO Box 78		
Address Line 4:	Watertown, MASSACHUSETTS 02471-0078		
NAME OF SUBMITTER:	John R McDonald		
Signature:	/John R McDonald/		
Date:	11/02/2011		
Total Attachments: 2 source=THEESSENTIALS trademark assignment to field companies executed#page1.tif source=THEESSENTIALS trademark assignment to field companies executed#page2.tif			

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ASSIGNMENT OF TRADEMARKS

WHEREAS, The Gillette Company, a Massachusetts corporation, having its principal place of business at Prudential Tower Building, Boston, MA 02199 (hereinafter "Assignor"), is the owner of the trademarks and the trademark registrations and applications set forth on Schedule A of this Assignment (hereinafter collectively referred to as the "Trademarks");

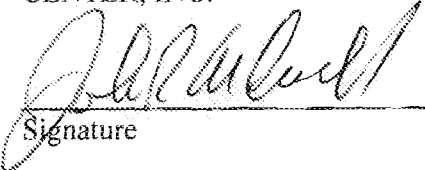
WHEREAS, The Field Companies Fulfillment Center, Inc., a Massachusetts corporation, having its principal place of business at 385 Pleasant Street, Watertown, MA 02172 (hereinafter "Assignee"), desires to acquire all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks; 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 hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title, and interest in and to the aforesaid Trademarks, together with the goodwill of the business symbolized by the Trademarks.

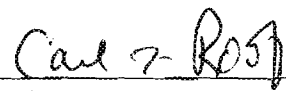
FURTHER, Assignor hereby covenants, agrees and undertakes to execute all confirmatory assignments, lawful oaths, and any other papers which Assignee may reasonably deem necessary or desirable for securing to Assignee or for maintaining for Assignee the Trademarks hereby assigned, all without further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

THE FIELD COMPANIES FULFILLMENT
CENTER, INC.



Signature

THE GILLETTE COMPANY



Signature

JOHN R. McDONALD
Name

V.P.
Title

1/25/10
Date

Carl Roof
Name

Assistant Secretary
Title

February 4, 2010
Date