

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
Innovative Brands Corporation		07/19/2013	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Procter & Gamble Company		
Street Address:	One Procter & Gamble Plaza		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45202		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77757870	PERFECT LIGHTS	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	513-983-8241		
Email:	hammann.lm@pg.com		
Correspondent Name:	Lynn M. Hammann		
Address Line 1:	299 East Sixth Street		
Address Line 2:	SY8		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	MM-201955 TR730.1-G		
NAME OF SUBMITTER:	Lynn M. Hammann		
Signature:	/Lynn M. Hammann/		
Date:	09/04/2013		
Total Attachments: 1 source=Perfect Lights Trademark Assignment 7-19-2013#page1.tif			

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Trademark Assignment

Innovative Brands Corporation, a California corporation ("Assignor"), is the owner of certain rights, title and interest in and to the U.S. trademark application for the trademark PERFECT LIGHTS for hair coloring preparations (U.S. Serial No.: 77/757,870), and all goodwill associated therewith (collectively, the "Trademark"); and

The Procter & Gamble Company, an Ohio corporation ("Assignee"), is desirous of acquiring all of Assignor's rights, title and interest in and to the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby transfer and assign to Assignee, its successors and assignees all its rights, title and interest in and to the Trademark, together with the goodwill of the business symbolized by and associated with the Trademark, and its right to take any and all actions in connection with such Trademark, in Assignee's own name and at Assignee's expense.

For: Innovative Brands Corporation

By: _____

Name: _____

Title: _____

Date: _____

For: The Procter & Gamble Company

By: _____

Laura Becker

General Manager,

Global Business Development

Date: _____

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