

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

10/10/2014
 900303821

ETAS ID: TM319705

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Procter & Gamble Company		10-09-2014	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	Shulton, Inc.
Street Address:	One Procter & Gamble Plaza
City:	Cincinnati
State/Country:	OHIO
Postal Code:	45202
Entity Type:	CORPORATION: NEW JERSEY

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	4172487	OLD SPICE CHAMPION

CORRESPONDENCE DATA

Fax Number: 5139456798
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.
Phone: 202-393-3405
Email: pgtrademarks.im@pg.com
Correspondent Name: Mark A. Charles
Address Line 1: One Procter & Gamble Plaza
Address Line 4: Cincinnati, OHIO 45202

ATTORNEY DOCKET NUMBER:	TM-544125; TR730.2-G
NAME OF SUBMITTER:	Mark A. Charles
SIGNATURE:	/Mark A. Charles/
DATE SIGNED:	10/10/2014

Total Attachments: 1
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CH \$40.00 4172487

UNITED STATES

TRADEMARK ASSIGNMENT


WHEREAS, **The Procter & Gamble Company**, located and doing business at One Procter & Gamble Plaza, Cincinnati, Ohio 45202, (the "Assignor") is the owner of the trademark listed on the below schedule and corresponding registration (the "Trademark"); and

WHEREAS, **Shulton, Inc.**, located and doing business at One Procter & Gamble Plaza, Cincinnati, Ohio 45202 (the "Assignee"), is desirous of acquiring said Trademarks together with the goodwill of the business symbolized by the Trademark;

NOW, THEREFORE, in exchange for good and valuable consideration paid to Assignor by Assignee, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, its successors and assigns, the entire right, title, and interest to the Trademarks.

Signed in Cincinnati, Ohio this 9th day of October, 2014.

The Procter & Gamble Company



Tara M. Rosnell
Assistant Secretary

SCHEDULE

Trademark	Country	Registration Number	Registration Date
Old Spice Champion	United States	4172487	July 10, 2012