

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM322831

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Punto Rojo S.A.		07/28/2014	CORPORATION: COSTA RICA
RECEIVING PARTY DATA			
Name:	Colgate-Palmolive Company		
Street Address:	300 Park Avenue		
City:	NEW YORK		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1498244	DESOTRES	
CORRESPONDENCE DATA			
Fax Number:	2128135901		
<i>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.</i>			
Phone:	212 813 5900		
Email:	assignments@fzlz.com		
Correspondent Name:	ALLISON STRICKLAND RICKETTS		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	CPC 1409121		
NAME OF SUBMITTER:	Allison Strickland Ricketts		
SIGNATURE:	/anca nicolescu/		
DATE SIGNED:	11/11/2014		
Total Attachments: 3			
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CH \$40.00 1498244

For Use in Costa Rica

County of New York)
State of New York) ss:
United States of America)

TRADEMARK ASSIGNMENT

Between, **Punto Rojo, S.A.**, a company incorporated and organized in accordance with the laws of Costa Rica, with registered offices in Alajuela, 200 meters north of the Courts, and corporate I.D. number 3-101-2526; represented by Luis Fernando Beeche Pozuelo, resident of San José, identification number 1-0555-0047, with sufficient powers to sign this agreement, hereinafter and for purposes of this agreement referred to as the *Assignor*;

And,

Colgate-Palmolive Company, a company incorporated and organized in accordance with the laws of the State of Delaware, United States of America, with registered offices in 300 Park Avenue, New York, N.Y. 10022, United States of America, represented by Julius Emerson Ybanez Towers, resident of New York, NY, United States of America, holder of the U.S. passport number 463101813, with sufficient powers to sign this agreement, hereinafter and for purposes of this agreement referred to as the *Assignee*;

AGREE to enter into this **TRADEMARK ASSIGNMENT** in accordance with the Trademark and Other Distinctive Features Act and, especially with the following **CLAUSES**:

FIRST- *Assignor* owns the trademarks and Slogans listed in the chart attached to this agreement, along with their basic information (hereinafter collectively called "Trademarks").

SECOND- For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, *Assignor* hereby **ASSIGNS AND TRANSFERS**, full title and interest to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefore, in favor of *Assignee*, who accepts the Assignment.

THIRD- The said **ASSIGNMENT, SALE AND TRANSFER** is made inclusive of all the rights associated with the Trademarks without exception, and the *Assignee* hereby becomes the sole owner of the Trademarks, with the right to use them or dispose of them as it deems most convenient to its interests, without there being cause for subsequent claims of the *Assignor* of any kind or at any time.

Registered Trademarks	Registration Number	Expiration Date	Country	Type
Antibacterial				
Bewest	46998	04/01/2019	Panama	Trademark
Biomatic	56427	31/07/2022	Panama	Trademark
Cariz	90417	06/10/2017	Panama	Trademark
DES-O-TRES	42602	07/08/2017	Panama	Trademark
Diva	75943	13/06/2015	Panama	Trademark
Fortuna	42598	07/08/2017	Panama	Trademark
Jabón Lavolan	56428	31/07/2022	Panama	Trademark
Lavolan Ultra	97273	13/11/2018	Panama	Trademark
Le Sancy	42600	07/08/2017	Panama	Trademark
Punto Rojo	42601	07/08/2017	Panama	Trademark
Jabón San Luis	43342	18/11/2017	Panama	Trademark
Ataque	82770	30/08/2016	Panama	Trademark
Sangar	69816	27/07/2015	Panama	Trademark
Sentido (Sense)	90426	06/10/2017	Panama	Trademark
Cuida De Usted/Cares	158304 01	15/01/2017	Panama	Slogan
Diva Dis. Y Et.	75944	13/06/2015	Panama	Slogan
Punto Rojo	198	25/05/2013	Peru	Trademark
Bactex	58,192	15/08/2023	Republica Dominicana	Trademark
Bactex El Auténtico				
Antibacterial	129006	30/04/2022	Republica Dominicana	Trademark
Biomatic	156958	31/10/2016	Republica Dominicana	Trademark
Fortuna	141.460	15/05/2022	Republica Dominicana	Trademark
San Luis	156963	31/10/2016	Republica Dominicana	Trademark
Bactex	33726	14/02/2013	Trinidad y Tobago	Trademark
Fortuna	33727	13/02/2013	Trinidad y Tobago	Trademark
Ideal Punto Rojo	33728	13/02/2013	Trinidad y Tobago	Trademark
Bewest	1821944	15/02/2014	United States	Trademark
Desotres	1498244	02/08/2018	United States	Trademark

Given and signed on the place and date indicated below each signature:

On behalf of Assignor:

Signature:

Luis Fernando Beeche Pozuelo

Name: Luis Fernando Beeche Pozuelo

Place: Alajuela, Costa Rica.

Date of signature: Julio 28, 2014

On behalf of Assignee:

Signature:

Julius Emerson Ybanez Towers

Name: Julius Emerson Ybanez Towers

Place: New York, N.Y. U.S.A.

Date of signature: June 17, 2014

Subscribed and sworn to before me this 17th day of June, 2014.

Rosie S. Dizon
Notary Public

COUN
CLE
NEW
COI

ROSIE S. DIZON

Notary Public, State of New York

No. 31-4941117

Qualified in New York County

Commission Expires Aug. 15, 2014

La autenticación de la firma de:

Luis Fernando Beeche Pozuelo, cédula

1-555-0047

consta en la hoja de papel de seguridad número 30703169

del suscrito Notario Público Arturo Enrique Apóstegui

Barzuna.

Cédula 1-663-618, carne 4755

la cual ha sido adherida al presente documento.

Lugar y Fecha: Alajuela, 28 de julio de 2014

[Signature]
Firma del Notario de Argentina