

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM446295

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|---|--|-----------------------|--------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Naomi Sachs | | 08/14/2017 | INDIVIDUAL: |
| RECEIVING PARTY DATA | | | |
| Name: | 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: | 87076969 | POWER TO THE PERIOD. | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <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: | 3128727603 | | |
| Email: | nbsachs14@gmail.com | | |
| Correspondent Name: | Naomi Sachs | | |
| Address Line 1: | 64 W. Schiller St. | | |
| Address Line 4: | Chicago, ILLINOIS 60610 | | |
| NAME OF SUBMITTER: | Naomi Sachs | | |
| SIGNATURE: | /Naomi Sachs/ | | |
| DATE SIGNED: | 10/06/2017 | | |
| Total Attachments: 1 | | | |
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OP \$40.00 87076969

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made this 27th day of September, 2017, by Naomi Sachs and Nina Sachs (individually and collectively, "Assignor"), in favor of The Procter & Gamble Company, and its affiliated companies, having a principal place of business at One Procter & Gamble Plaza, Cincinnati, OH 45202 ("Assignee").

WHEREAS, Assignor has applied for a U.S. trademark under serial number 87/076,969 for POWER TO THE PERIOD. (the "Trademark");

WHEREAS, pursuant to the Assignment and Licensing Agreement ("Agreement") between the parties dated August 14, 2017, Assignor has agreed to sell, convey, assign, and transfer to Assignee all of its right, title, and interest Assignor may have in and to the Trademark;

NOW, THEREFORE, for valuable consideration as set forth in the Agreement, Assignor agrees as follows:

1. Assignor hereby assigns, transfers, conveys and delivers to Assignee all of its right, title and interest in and to the Trademark.
2. This Assignment is subject to all the terms and conditions of the Agreement. This Assignment is for recordation purposes only and shall not modify the applicable terms and conditions of the Agreement, which govern the parties' rights and interest in the Trademark.

Naomi Sachs

Nina Sachs

Naomi Sachs

Nina Sachs

Date: 9-28-17

Date: 9/28/17

The Procter & Gamble Company

Tara M. Rosnell

Tara M. Rosnell
Assistant Secretary

Date: September 27, 2017