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WHEREAS, Tunde I. Block, a United States citizen, of 66 Drovers Lane, Brewster. New York 10509, ("Assignor") has adopted and is using the Trademark, which is registered in the United States Patent and Trademark Office, as indicated in below; and

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2,198,989

October 20, 1998

WHEREAS, Colgate-Palmolive Company, a Delaware corporation, having its principal place of business at 300 Park Avenue, New York, New York ("Assignee"), desires to acquire all of Assignor's rights in and to the Trademark and the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor hereby sells, assigns, transfers and conveys to the Assignee all its rights, title and interests, whether statutory or at common law, in and to the said Trademark, together with the goodwill of the business which is symbolized by them and the registration thereof.

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