

MATHEWS, SHEPHERD, MCKAY & BRUNEAU, P.A.

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1. The Name of the Party conveying an interest:

**Playtex Products, Inc.  
300 Nyala Farms Road  
Westport, Connecticut 06880**

Entity:

- Individual  Association
- General Partnership  Limited Partnership
- Corporation – a corporation of the State of Delaware**
- Other

2. Name and Address of Party Receiving an Interest:

**Lander Intangibles Corporation  
1011 Centre Road, Suite 322  
Wilmington, Delaware 19805**

Entity:

- Individual  Association
- General Partnership  Limited Partnership
- Corporation – a corporation of the State of Delaware**
- Other

If not domiciled in the United States, a domestic representative designation is attached:

- Yes
- No
- Not Applicable

3. Interest Conveyed:

- Assignment  Change of Name
- Security Agreement  Merger
- Corrective Assignment to correct the identity of the Assignor previously recorded on Reel 003197 Frame 0203. Assignor(s) hereby confirms the assignment of the entire interest and the goodwill.**

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## MATHEWS, SHEPHERD, MCKAY &amp; BRUNEAU, P.A.

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4. Application number(s) or registration(s) number(s).  
Additional sheet attached:  Yes  No

A. APPLICATION SERIAL NO.(s)

B. TRADEMARK REGISTRATION NO.(s)

**2,285,377**

5. Name and Address of party of whom correspondence concerning document should be mailed.

**Todd A. Denys, Esq.  
MATHEWS, SHEPHERD, MCKAY & BRUNEAU, P.A.  
29 Thanet Road, Suite 201  
Princeton, New Jersey 08540-3674  
Tel. No. (609) 924-8555  
Fax: No.: (609) 924-3036  
E-mail: tdenys@mathewslaw.com**

6. Number of applications and registration(s) involved:

**One (1)**

7. Amount of fee enclosed or authorized to be charged:

**\$40.00**

8. Deposit account number:

**13-2165**

Your prompt attention to expediting the recordation of this assignment request is greatly appreciated.

If you have any questions, please do not hesitate to telephone me directly at (609) 924-8555.

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9. Date of execution of attached document: February 8, 2007

10. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed on:

2/12/2007  
Date

  
Signature

Todd A. Denys  
Name of Person Signing

Very truly yours,

MATHEWS, SHEPHERD, MCKAY & BRUNEAU, P.A.

By:   
Todd A. Denys

/tad

- Encls.
1. A true copy of the February 8, 2007 cover sheet (with February 8, 2007 nunc pro tunc assignment of United States Trademark Registration Number 2,285,377 for the mark "A BINACA BLAST FRESHENS BREATH INSTANTLY!" from Playtex Products, Inc. to Lander Intangibles Corporation.);
  2. A true copy of November 18, 2005 E.T.A.S. "Confirmation Receipt" - the recordation that is corrected by the February 8, 2007 filing of the nunc pro tunc assignment; and
  3. This Official Letter of Transmittal

TRADEMARK

REEL: 003481 FRAME: 0562

J:TODD A. DENYS COMPANY:29 THANET ROAD, SUITE 201

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.102/08/2007  
900068982

SUBMISSION TYPE:		CORRECTIVE ASSIGNMENT	
NATURE OF CONVEYANCE:		Corrective Assignment to correct the identity of the Assignor previously recorded on Reel 003197 Frame 0203. Assignor(s) hereby confirms the assignment of the entire interest and the goodwill.	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Playtex Products, Inc.		02/08/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Lander Intangibles Corporation		
Street Address:	1011 Centre Road, Suite 322		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19805		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2285377	A BINACA BLAST FRESHENS BREATH INSTANTLY!	
CORRESPONDENCE DATA			
Fax Number:	(609)924-3036		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	609-924-8555		
Email:	tdenys@mathewslaw.com		
Correspondent Name:	Todd A. Denys		
Address Line 1:	29 Thanet Road, Suite 201		
Address Line 4:	Princeton, NEW JERSEY 08540-3874		
ATTORNEY DOCKET NUMBER:	5350-330 US		
NAME OF SUBMITTER:	Todd A. Denys		
Signature:	/todd a. denys/		

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REEL: 003481 FRAME: 0563



United States Patent and Trademark Office

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**Electronic Trademark Assignment System****Confirmation Receipt**

Your assignment has been received by the USPTO.  
The coversheet of the assignment is displayed below:

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1

Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>EFFECTIVE DATE:</b>	11/17/2005		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Personal Care Group, Inc.		11/04/2005	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Lander Intangibles Corporation		
<b>Street Address:</b>	2711 Centerville Road, Suite 400		
<b>City:</b>	Wilmington		
<b>State/Country:</b>	DELAWARE		
<b>Postal Code:</b>	19808		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 44</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2285377	A BINACA BLAST FRESHENS BREATH INSTANTLY!	
<b>Registration Number:</b>	2826072	A BINACA BLAST THAT LASTS!	
<b>Registration Number:</b>	2826089	A BINACA DOUBLE BLAST THAT LASTS!	
<b>Registration Number:</b>	2827433	A KICK IN THE KISSER	

**TRADEMARK**

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Date:

02/08/2007

Total Attachments: 4

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## UNITED STATES

## NUNC PRO TUNC ASSIGNMENT

THIS ASSIGNMENT is made effective the 15<sup>th</sup> day of November, 2005 between, PLAYTEX PRODUCTS, INC., a corporation organized and existing under the laws of the State of Delaware, with a principal place of business located at 300 Nyaia Farms Road, Westport, Connecticut 06880, United States of America (hereinafter the "ASSIGNOR"), and LANDER INTANGIBLES CORPORATION, a corporation organized and existing under the laws of the State of Delaware, with a with a corporate address of 1011 Centre Road, Suite 322; Wilmington, Delaware 19805, United States of America, (hereinafter the "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the Trademark and Trademark Registration therefor listed in Schedule A attached hereto (hereinafter the "Trademark"), and

WHEREAS, ASSIGNOR has agreed to assign the Trademark to the ASSIGNEE, and the ASSIGNEE hereby accepts said assignment.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR hereby assigns to the ASSIGNEE all of its right, title, and interest in the Trademark and Trademark Registration therefor listed in Schedule A attached hereto, together with the good will of the business associated therewith and the portion of the business assets to which the Trademark and Trademark Registration pertain and the right to sue for past infringement and to retain any damages obtained as a result of such action.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto set its hand this 30<sup>th</sup> day of February, 2007.

PLAYTEX PRODUCTS, INC.

BY:



Name: William Stamer

Title: Assistant Secretary and Associate General Counsel

(Corporate seal)

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United States of America )  
 State of Connecticut ) ss: Westport  
 County of Fairfield )

On this 21<sup>st</sup> day of February, 2007, before me, personally appeared, William Stammar, to me known, who being by me duly sworn, did depose and say that he is Assistant Secretary and Associate General Counsel of Personal Care Group, Inc., the corporation described in and which executed the within instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal.

Ann Murnally  
 Notary Public

Notarial Seal

Ann Murnally  
 NOTARY PUBLIC  
 State of Connecticut  
 My Commission Expires 6/30/08

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**UNITED STATES**

**SCHEDULE A**

**Trademark**

**Registration No.**

**A BINACA BLAST FRESHENS BREATH INSTANTLY!**

**2,285,377**

**TRADEMARK**

**RECORDED: 02/08/2007**

**REEL: 003481 FRAME: 0568**