

TRADEMARK ASSIGNMENT

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08/30/2010
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Prescriptives Inc.		07/20/2010	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Henkel AG & Co. KGaA
Street Address:	67 Henkelstrasse
City:	Duesseldorf
State/Country:	GERMANY
Postal Code:	40589
Entity Type:	kommanditgesellschaft auf aktien (kgaa): GERMANY

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3396038	POWDERFUL

CORRESPONDENCE DATA

Fax Number: (480)754-3789
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (480) 754-2654
Email: trademark@us.henkel.com
Correspondent Name: Henkel AG & Co. KGaA
Address Line 1: 67 Henkelstrasse
Address Line 4: Duesseldorf, GERMANY 40589

ATTORNEY DOCKET NUMBER:	AG - POWDERFUL
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DOMESTIC REPRESENTATIVE

Name: A. Kate Huffman
Address Line 1: 19001 North Scottsdale Road
Address Line 2: MS 04.50
Address Line 4: Scottsdale, ARIZONA 40589

CH \$40.00 3396038

HENKEL AG & CO. KGAA COMPANY: 67 HENKELSTRASSE

NAME OF SUBMITTER:	A. Kate Huffman, Esq.
Signature:	/A. Kate Huffman/
Date:	08/30/2010
Total Attachments: 2 source=us - POWDERFUL - assignment#page1.tif source=us - POWDERFUL - assignment#page2.tif	

ASSIGNMENT OF REGISTERED TRADEMARK

This Assignment effective as and from July 1, 2010, from Prescriptives Inc., a corporation organized and existing under the laws of the State of Delaware, whose address is 767 Fifth Avenue, New York, New York, 10153 (hereinafter the "ASSIGNOR"), to Henkel AG & Co. KGaA, whose address is Henkelstraße 67, 40589 Düsseldorf, Germany, (hereinafter the "ASSIGNEE"):

WITNESSETH THAT

WHEREAS, the Assignor is the owner of all right, title and interest in and to trademark Registration No. 3,396,038 for POWDERFUL registered in the United States Patent and Trademark Office on March 11, 2008, and in and to the goodwill of the business relating thereto;

WHEREAS, the Assignee wishes to acquire from the Assignor all right, title and interest in and to the said trademark and registration identified above, together with the goodwill of the business appertaining to and symbolized by said trademark and wishes also to acquire all right, title and interest in and to the said registration for said trademark;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor by these presents does hereby sell, transfer, convey and assign unto the Assignee its entire right, title and interest in and to the aforesaid trademark and registration therefore, including without

HENKEL AG & CO. KGAA COMPANY: 67 HENKELSTRASSE

limitation, the registration identified herein, together with the goodwill of the business appertaining
thereof.

In witness whereof, the Assigner has hereunto executed this instrument this

20th day of July, 2010.

Prescriptives Inc.

By: Lesley A. Moradian
Lesley A. Moradian
Vice President and Senior Trademark Counsel

NOTORIAL ACKNOWLEDGEMENT

UNITED STATES OF AMERICA
STATE OF NEW YORK
COUNTY OF NEW YORK

On this 20th day of July, 2010 before me a Notary Public in and for the State of New York,
personally appeared Lesley A. Moradian, known and known to me to be the Vice President and
Senior Trademark Counsel of Prescriptives Inc. I further certify that Lesley A. Moradian in her
aforesaid capacity is authorized by the Board of Directors to execute such document on behalf of
said corporation.

Lenard John, Jr.
Notary Public
My Commission Expires:

LENNARD JOHN, JR.
Notary Public, State of New York
No. 012402882 Qual. In Kings Co.
Certificate Filed in New York County
Commission Expires June 4, 2014

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