

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM829342

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hello Products LLC		07/12/2023	Limited Liability Company: DELAWARE
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: 32			
Property Type	Number	Word Mark	
Serial Number:	98034016	TASTES MAGICAL WORKS BRILLIANTLY	
Serial Number:	97401785	RUSH TO BRUSH.	
Registration Number:	7082338	MIGHTY + TINY	
Registration Number:	7082328	MIGHTY MULTI-TASKER	
Registration Number:	7077127	MAGICAL MERMAID	
Serial Number:	97872818	C THE SPARKLE	
Registration Number:	7025714	NATURALLY FRIENDLY	
Registration Number:	7024633	HELLO NATURALLY FRIENDLY	
Registration Number:	6993094	CHEWS FRIENDLY BRUSH HAPPY	
Registration Number:	6969997	FLOSS HAPPY	
Serial Number:	97634707	EPIC WHITENING	
Registration Number:	6810500	SOOO DELISH	
Serial Number:	90753073	BYE BYE BACTERIA	
Registration Number:	6975291	FANTABULOUS	
Registration Number:	6958387	PUMP UP THE FRIENDLY	
Registration Number:	6816474	SEE YA, SENSITIVITY	
Registration Number:	6910398	RADICALLY SHIFTING THE WAY YOU THINK ABO	
Registration Number:	6810397	DREAMS DO COME TRUE	
Registration Number:	6810228	SERIOUSLY FRIENDLY	

CH \$815.00 98034016

Property Type	Number	Word Mark
Registration Number:	6810211	UNICORN SPLASH
Registration Number:	6810076	NATURALLY FRIENDLY
Registration Number:	6798687	CHOOSE FRIENDLY
Registration Number:	6760239	#SWISHHAPPY
Registration Number:	6603186	GREET FREELY
Registration Number:	6603145	NATURALLY FRIENDLY
Registration Number:	6640507	HELLO GOOD MORNING
Registration Number:	6950401	PLEASE PIT RESPONSIBLY
Registration Number:	5991884	CHOOSE FRIENDLY
Serial Number:	97589816	MINT TO BE
Serial Number:	97384196	SMILING SHARK
Serial Number:	97631265	MELON SLICE
Serial Number:	97401802	RUSH TO BRUSH.

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 212-813-5900

Email: anicolescu@fzlj.com

Correspondent Name: Allison Strickland Ricketts

Address Line 1: Fross Zelnick Lehrman & Zissu, P.C.

Address Line 2: 151 West 42nd Street, 17th Floor

Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER: HLLO 2305985

NAME OF SUBMITTER: Anca Nicolescu

SIGNATURE: /ancanicolescu/

DATE SIGNED: 08/03/2023

Total Attachments: 3

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ASSIGNMENT

WHEREAS, Hello Products LLC, a limited liability company organized and existing under the laws of Delaware, located at 363 Bloomfield Avenue, Montclair, New Jersey 07042 ("Assignor"), is the owner of the trademarks and applications and registrations therefor in the U.S. Patent and Trademark Office listed on the attached schedule (hereinafter, the "Trademarks"); and,

WHEREAS, Colgate-Palmolive Company, a corporation organized and existing under the laws of Delaware, located at 300 Park Avenue, New York, New York 10022 ("Assignee"), is desirous of acquiring the Trademarks as part of the acquisition of the ongoing and existing business of the Assignor to which the Trademarks pertain.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Hello Products LLC



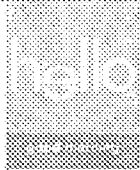
By:  _____

Name: Courtney Williams

Title: Senior Associate General Counsel

Date of Signature: July 12, 2023

SCHEDULE
Hello Products LLC

Mark	Serial Number	Registration Number
TASTES MAGICAL WORKS BRILLIANTLY	98034016	N/A
RUSH TO BRUSH.	97401785	N/A
MIGHTY + TINY	97470796	7082338
MIGHTY MULTI-TASKER	97397130	7082328
MAGICAL MERMAID	97384204	7077127
C THE SPARKLE	97872818	N/A
NATURALLY FRIENDLY	97416441	7025714
	97302109	7024633
	97054087	6993094
FLOSS HAPPY	97039575	6969997
EPIC WHITENING	97634707	N/A
SOOO DELISH	97040084	6810500
BYE BYE BACTERIA	90753073	7044012
FANTABULOUS	90525637	6975291
PUMP UP THE FRIENDLY	90542631	6958387
SEE YA, SENSITIVITY	90753077	6816474
FREAKIN' FRESH	90753078	6810398
DREAMS DO COME TRUE	90752579	6810397
SERIOUSLY FRIENDLY	90605932	6810228
UNICORN SPLASH	90594070	6810211
NATURALLY FRIENDLY	90525631	6810076
CHOOSE FRIENDLY	90403143	6798687
#SWISHHAPPY	90872791	6760239
GREET FREELY	90680909	6603186
NATURALLY FRIENDLY	90648999	6603145
	90188828	6640507
PLEASE PIT RESPONSIBLY	88687615	6950401
CHOOSE FRIENDLY	87982493	5991884
MINT TO BE	97589816	N/A

(P) (S) (TM) (L) (E)

SMILING SHARK	97384196	N/A
MELON SLICE	97631265	N/A
RUSH TO BRUSH	97401802	N/A

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