



07-19-2000

U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

06-13-2000



Documents or copy hereof.

U.S. Patent & TMO/TM Mail Rcpt Dt. &

Commissioner of Patents

Company(ies):

101408151

Receiving party(ies):

COLGATE-PALMOLIVE COMPANY

*MKE 6-13-00*

Individual(s)  Association  
 General Partnership  Limited Partnership  
 Corporation-State Delaware

Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached  Yes  No

Name: Muelhens GmbH & Co. KG  
Address: Venloer-Straße 241-245  
50823 Köln, Germany

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State \_\_\_\_\_  
 Other a limited liability company of Germany

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

Yes  No

(Designations must be a separate document from Assignment)

Additional name(s) & addresses attached?  Yes  No

3. Nature of conveyance:

Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_

Execution Date: October 28, 1999

A. Trademark Application No.(s)

B. Trademark Registration No.(s).

701976 (Challenge)

803573 (Challenge)

Additional Numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Edward P. Kelly  
Internal Address: Fulbright & Jaworski L.L.P.  
Street Address: 666 Fifth Avenue  
City: New York State: NY Zip: 10103

6. Total number of applications and registration involved: ..... 2

7. Total fee (37 CFR 3.41) ..... \$ 65.00

Enclosed  
 Authorized to be charged to deposit account  
**(Only if total fee is not sufficient)**

8. Deposit account number:

[NUMBER] 50.0624

(Attach duplicate copy of this page if paying by deposit account)

07/17/2000 NTHA11 00000115 701976

DO NOT USE THIS SPACE

01 FC:481 40.00 DP  
02 FC:482 25.00 DP

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Edward P. Kelly  
Name of Person Signing

Edward P. Kelly  
Signature

June 13, 2000  
Date

Total number of pages comprising cover sheet:

OMB No. 0651-0011 (exp. 4/94)

1212 318 3122

Attorney Docket No. 4711-(09880483)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Registrations of:	)
Muelhens GmbH & Co. KG	)
Registration No.: 701,976	)
Registration Date: July 26, 1960	)
Registration No.: 803,573	)
Registration Date: February 6, 1966	)
Mark: CHALLENGE	)

Box POST REGISTRATION/NO FEE  
Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

**DESIGNATION OF DOMESTIC REPRESENTATIVE**

Registrant, Muelhens GmbH & Co. KG, hereby designates Edward P. Kelly, Leon Medzhibovsky, Scott Zarin and the other attorneys of FULBRIGHT & JAWORSKI L.L.P., whose postal address is 666 Fifth Avenue, New York, New York 10103, whose postal address is, 666 Fifth Avenue, New York, New York 10103, telephone number: 212 318-3169, Registrant's Domestic Representative in the United States upon whom notice or process in proceedings affecting the above-identified marks may be served, pursuant to Section 1(e) of the Lanham Act, 15 U.S.C. § 1051(e), and 37 C.F.R. 2.24.

Muelhens GmbH & Co. KG

Date: May 18, 2000

By: ppa. [Signature] ppa. [Signature]  
 Name: Marcus Knopp Dr. Bernd Janowski  
 Title: Company Secretaries

582804.1

\*\* TOTAL PAGE. 04 \*\*

**OMNIBUS ASSIGNMENT**

THIS ASSIGNMENT effective as of the 28th day of October 1999 between Colgate-Palmolive Company, a corporation of the State of Delaware, with principal offices at 300 Park Avenue, New York, New York 10022 U.S.A. (the "Assignor") and Muelhens GmbH & Co. KG, a corporation existing under the laws of Germany, with principal offices at Venloer Strasse 241 - 245, 50823 Koln, Germany (the "Assignee").

NOW THEREFORE, for good and valuable consideration, the Assignor hereby assigns, transfers and conveys, **AS IS, WHERE IS**, to the Assignee all its right, title, and interest to the Trademarks listed on the attached Schedule (the "Schedule"), together with all goodwill related thereto and all applications and registrations listed in the Schedule, and any common law rights thereto in the countries listed in the Schedule and any related rights based on use including the right to sue for past infringement.

ASSIGNOR:

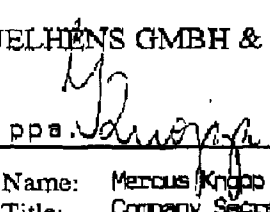
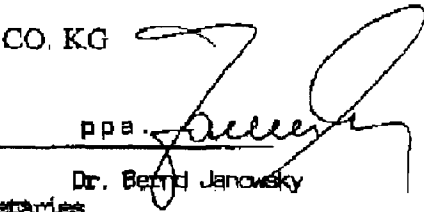
COLGATE-PALMOLIVE COMPANY

By: 

Name: Scott E. Thompson  
Title: Vice President and Associate General  
Counsel - Trademarks  
Date: October , 1999

ASSIGNEE:

MUELHENS GMBH & CO. KG

By:  

Name: Marcus Knapp Dr. Bernd Janowsky  
Title: Company Secretaries  
Date: October 28, 1999

assignment deed  
10/12/99

EXHIBIT A

<u>Country</u>	<u>Trademark</u>	<u>Curr Reg No</u>
United States	CHALLENGE	701976
United States	CHALLENGE	803573
Australia	CHALLENGE	A211313
Austria	CHALLENGE	R247624
Benelux	CHALLENGE	R247624
Benelux	CHALLENGE	352790
Canada	CHALLENGE	332971
Colombia	CHALLENGE	101307
Croatia	CHALLENGE	R247624
Czech Republic	CHALLENGE	R247624
Denmark	CHALLENGE	2740/1969
Denmark	CHALLENGE Design	3569/1978
Egypt	CHALLENGE	R247624
Finland	CHALLENGE	58133
Finland	CHALLENGE Design	82660
France	CHALLENGE	1595377
France	CHALLENGE	1512830
Great Britain	CHALLENGE	505967
Great Britain	CHALLENGE	1091417
Great Britain	CHALLENGE	941368
West Germany	CHALLENGE	R247624
West Germany	CHALLENGE	1065532
Greece	CHALLENGE	41770
Greece	CHALLENGE	60904
Guatemala	CHALLENGE	20241
Guatemala	CHALLENGE	20242

I:\Mende\CHALLENGE ASSGN SCHED.doc

**EXHIBIT A**

<u>Country</u>	<u>Trademark</u>	<u>Curr Reg No</u>
Guyana	CHALLENGE	7074A
Honduras	CHALLENGE	15276
Hungary	CHALLENGE	R247624
International	CHALLENGE	R247624
Ireland	CHALLENGE	B75885
Italy	CHALLENGE	R247624
Liechtenstein	CHALLENGE	R247624
Malaysia	CHALLENGE	M/77343
Monaco	CHALLENGE	R247624
Morocco	CHALLENGE	R247624
Norway	CHALLENGE	77768
Norway	CHALLENGE Design	105396
Parana	CHALLENGE	10957
Portugal	CHALLENGE	R247624
Romania	CHALLENGE	R247624
South Africa	CHALLENGE	63/0618
El Salvador	CHALLENGE	16479
San Marino	CHALLENGE	R247624
Singapore	CHALLENGE	A74460
Slovenia	CHALLENGE	R247624
Slovak Republic	CHALLENGE	R247624
Spain	CHALLENGE	R247624
Sweden	CHALLENGE	163680
Sweden	CHALLENGE Design	158945
Switzerland	CHALLENGE	R247624
Trinidad	CHALLENGE	4836

**EXHIBIT A**

<u>Country</u>	<u>Trademark</u>	<u>Curr Reg No</u>
Trinidad	CHALLENGE	4837
Tunisia	CHALLENGE	R247624
Uruguay	CHALLENGE	228549
Venezuela	CHALLENGE	60772
Venezuela	CHALLENGE	60773
Vietnam	CHALLENGE	R247624
Yugoslavia	CHALLENGE	R247624
Zambia	CHALLENGE	915/64

I:\Mende\CHALLENGE ASSGN SCHED.doc