

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	Correction of previously recorded Assignment Reel/Frame 002643/0175
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Colgate-Palmolive Company		04/29/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	The Murphy-Phoenix Company
Street Address:	300 Park Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	CORPORATION: OHIO

PROPERTY NUMBERS Total: 6		
Property Type	Number	Word Mark
Serial Number:	78092516	MURPHY SOFT WIPE
Serial Number:	78092514	MURPHY
Registration Number:	2244651	MURPHY PURE VEGETABLE OIL SOAP
Registration Number:	2232202	MURPHY'S
Registration Number:	2232201	MURPHY
Registration Number:	2348112	

CORRESPONDENCE DATA	
Fax Number:	(212)310-3406
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(212) 310-2201
Email:	michael_j_smith@colpal.com
Correspondent Name:	Colgate-Palmolive Company
Address Line 1:	300 Park Avenue
Address Line 4:	New York, NEW YORK 10022

NAME OF SUBMITTER:	Michael J. Smith
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CH \$165.00 78092516

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made the ~ay of AD~ I, 2003, between Colgate-Palmolive Company, a corporation organized and existing under the laws of the State of Delaware with its principal place of business at 300 Park Avenue, New York, New York 10022, (the " Assignor") and The Murphy-Phoenix Company a corporation organized and existing under the laws of the State of Ohio with its principal place of business at 300 Park Avenue, New York, New York 10022 (the " Assignee").

WHEREAS, the Assignor is the owner of the United States registrations and applications listed in the Schedule hereto; and WHEREAS, the Assignee wishes to acquire all of Assignor's rights in and to the Trademarks and the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns, transfers and conveys to the Assignee all rights, title and interests in and to the Trademarks and the registration thereof together with the good will of the business which is symbolized by the Trademarks and with the right to recover for damages and profits and all other remedies for past infringements thereof.

THE SCHEDULE

TRADEMARK REGISTRATION NO.

MURPHY PURE VEGETABLE OIL SOAP & DESIGN 2244651 -

MURPHY'S 2232202, .

MURPHY 2232201 -

DESIGN ONLY (BULL 'S EYE Design) 2348112

TRADEMARK

MURPHY SOFT WIPE

MURPHY

APPLICATION NO.

78/092516...

78/092514 -

Assignor:

Name: Scott E. Thompson

Title: Vice President and Associate General Counsel -Trademarks

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Assignee:

The Murphy-Phoenix Company

By/~ ~

Name: ;;;G~lrl:n--=

Title: Assistant Secretary

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Commission Expires Aug.

,2003

York

Signed, sealed and delivered before me this 2 ~ day of A f **TRADEMARK**

REEL: 002952 FRAME: 0533

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~ ~ ~ NOTARY PUBLIC. State of New y~
No. 01WE6013990
Qualified In suffolk
~Certificate Flied In New York -At"
CorMlIs8ion Expires sept. 28, 20~
Notary Public
,2003