

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Procter & Gamble Hair Care LLC		04/24/2007	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	The Procter & Gamble Company		
Street Address:	One Procter & Gamble Plaza		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45202		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2981274	BECAUSE EVERYONE'S A HAIR DIFFERENT	
Registration Number:	3009877	COLOR SOURCE	
CORRESPONDENCE DATA			
Fax Number:	(513)983-1992		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	5139838392		
Email:	hammann.lm@pg.com		
Correspondent Name:	Lynn M. Hammann		
Address Line 1:	One Procter & Gamble Plaza		
Address Line 2:	C2 Box 11		
Address Line 4:	Cincinnati, OHIO 45202		
NAME OF SUBMITTER:	Lynn M. Hammann		
Signature:	/lmhammann/		
Date:	04/26/2007		

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Total Attachments: 2

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UNITED STATES

ASSIGNMENT

WHEREAS, **Procter & Gamble Hair Care LLC**, a Limited Liability Company organized and existing under the laws of the State of **Delaware**, United States of America, with a principal place of business at **One Procter & Gamble Plaza, Cincinnati, Ohio, 45202** (Assignor), is the owner of the trademark(s) and application(s)/registration(s) thereof in the United States Patent and Trademark Office as set forth in **Schedule A** attached hereto together with the goodwill of the business connected with and symbolized by said trademarks; and

WHEREAS, **The Procter & Gamble Company**, a corporation organized and existing under the laws of the State of **Ohio**, United States of America, with a principal place of business at **One Procter & Gamble Plaza, Cincinnati, Ohio 45202**, (Assignee), is desirous of acquiring said trademark(s) and application(s)/registration(s) thereof together with the goodwill of the business connected with and symbolized by said trademark(s). **Assignee is the successor to the portion of the ongoing and existing business to which the trademark(s) pertain.**

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor, **Procter & Gamble Hair Care LLC** does hereby sell and assign unto the Assignee, **The Procter & Gamble Company** all right, title and interest in and to said trademark(s) and application(s)/registration(s) thereof as set forth in **Schedule A** attached hereto, together with the goodwill of the business connected with and symbolized by said trademark(s) and together with all the rights for recovery, damages and profits for past infringements, if any.

IN WITNESS WHEREOF, the Assignor, **Procter & Gamble Hair Care LLC**, has caused this instrument to be executed by its duly authorized corporate officer this 24th day of April, 2007.

Procter & Gamble Hair Care LLC

By: Carl J. Roof
Name: Carl J. Roof
Title: Assistant Secretary

NY2-1265528.1

TRADEMARK
REEL: 003529 FRAME: 0705

SCHEDULE A

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
BECAUSE EVERYONE'S A HAIR DIFFERENT	2981274	08/02/2005
COLOR SOURCE (Stylized)	3009877	11/01/2005

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