

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
THE PROCTER AND GAMBLE COMPANY		12/11/2009	CORPORATION: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Gillette Company		
<b>Street Address:</b>	THE PRUDENTIAL TOWER BUILDING		
<b>City:</b>	BOSTON		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	02199		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2856829	POWER RUSH	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(513)945-6798		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	513-983-0728		
Email:	grow.ka@pg.com		
Correspondent Name:	KAREN A. GROW		
Address Line 1:	299 EAST SIXTH STREET		
Address Line 2:	S8-218		
Address Line 4:	CINCINNATI, OHIO 45202		
ATTORNEY DOCKET NUMBER:	TM-207723 TR730.1-G		
NAME OF SUBMITTER:	KAREN A. GROW		
Signature:	/KAREN A. GROW/		

CH \$40.00 2856829

Date:

12/11/2009

Total Attachments: 2

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UNITED STATES

TRADEMARK ASSIGNMENT

WHEREAS, **The Procter & Gamble Company**, located and doing business at One Procter & Gamble Plaza, Cincinnati, Ohio 45202, (the "Assignor") is the owner of the trademarks listed on the attached schedule and corresponding registrations (the "Trademarks"); and

WHEREAS, **The Gillette Company**, located and doing business at The Prudential Tower Building Boston MA 02199 (the "Assignee"), is desirous of acquiring said Trademarks together with the goodwill of the business symbolized by the Trademarks;

NOW, THEREFORE, in exchange for good and valuable consideration paid to Assignor by Assignee, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, its successors and assigns, the entire right, title, and interest to the Trademarks.

Signed in Cincinnati, Ohio this 11<sup>th</sup> day of December, 2009.

The Procter & Gamble Company

Carl J. Roof  
Carl J. Roof  
Assistant Secretary

**SCHEDULE**

<b>Trademark</b>	<b>Country</b>	<b>Registration Number</b>	<b>Registration Date</b>
<b>POWER RUSH</b>	<b>United States</b>	<b>2,856,829</b>	<b>June 4, 2004</b>