

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	01/01/2011

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The Procter & Gamble Company		01/01/2011	CORPORATION: OHIO

**RECEIVING PARTY DATA**

<b>Name:</b>	High Ridge Brands Co.
<b>Street Address:</b>	5 High Ridge Park
<b>City:</b>	Stamford
<b>State/Country:</b>	CONNECTICUT
<b>Postal Code:</b>	06905
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Registration Number:	0586227	ZEST
Registration Number:	2399861	AQUA PURE
Registration Number:	2813144	ZEST
Registration Number:	3107574	TROPICAL FRESH
Registration Number:	2943108	ZEST
Registration Number:	3074559	MORNING GARDEN
Registration Number:	3074560	OCEAN ENERGY
Registration Number:	3077612	SPRING SPLASH
Registration Number:	3304247	ENERGIZING EFFECTS
Registration Number:	3304246	STIMULATING EFFECTS
Registration Number:	3295392	HYDRATING EFFECTS
Registration Number:	3292110	ALOE SPLASH
Registration Number:	3393518	MINT EXPLOSION

OP \$340.00 0586227

**TRADEMARK**

**CORRESPONDENCE DATA**

Fax Number: (212)277-6501  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: (212)277-6500  
Email: ipdocketing-ny@dicksteinshapiro.com  
Correspondent Name: Clark W. Lackert  
Address Line 1: Dickstein Shapiro LLP  
Address Line 2: 1633 Broadway  
Address Line 4: New York, NEW YORK 10019-6708

ATTORNEY DOCKET NUMBER:	H0352.0001
NAME OF SUBMITTER:	Clark W. Lackert
Signature:	/Clark W. Lackert/
Date:	03/23/2011

**Total Attachments: 7**  
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**TRADEMARK ASSIGNMENT**

**WHEREAS**, The Procter & Gamble Company, an Ohio corporation, having its principal place of business at One Procter & Gamble Plaza, Cincinnati, Ohio 45202 (hereinafter "Assignor"), is the owner of the trademarks and the trademark registrations and applications set forth on Schedule A of this Assignment (hereinafter collectively referred to as the "Trademarks");

**WHEREAS**, High Ridge Brands Co., a Delaware corporation, having its principal place of business at 5 High Ridge Park, Stamford, CT 06905 (hereinafter "Assignee"), desires to acquire all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks; and

**WHEREAS**, Assignor and Assignee are desirous of making this Assignment a matter of record.

**NOW, THEREFORE**, for good and valuable consideration pursuant to the Asset Sale and Purchase Agreement entered into by the Parties the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title, and interest in and to the aforesaid Trademarks, together with the goodwill of the business symbolized by the Trademarks.

**FURTHER**, Assignor hereby covenants, agrees and undertakes to execute all confirmatory assignments, lawful oaths, and any other papers which Assignee may reasonably deem necessary or desirable for securing to Assignee or for maintaining for Assignee the Trademarks hereby assigned, all without further compensation to Assignor.

HIGH RIDGE BRANDS CO.

THE PROCTER & GAMBLE COMPANY

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

Ian B. MacTaggart  
Name

Asaph Naaman  
Name

\_\_\_\_\_  
Secretary  
Title

\_\_\_\_\_  
Attorney-in-Fact  
Title

\_\_\_\_\_  
Date

January 1, 2011  
Date

TRADEMARK ASSIGNMENT

WHEREAS, The Procter & Gamble Company, an Ohio corporation, having its principal place of business at One Procter & Gamble Plaza, Cincinnati, Ohio 45202 (hereinafter "Assignor"), is the owner of the trademarks and the trademark registrations and applications set forth on Schedule A of this Assignment (hereinafter collectively referred to as the "Trademarks");

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WHEREAS, Assignor and Assignee are desirous of making this Assignment a matter of record.

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HIGH RIDGE BRANDS CO.

THE PROCTER & GAMBLE COMPANY

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

Jan B. MacTaggart  
Name

Asaph Naaman  
Name

Secretary  
Title

Attorney-in-Fact  
Title

\_\_\_\_\_  
Date



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Date


*Signature Page to Trademark Assignment*

Schedule A  
Trademarks

I. Trademark Registrations and Applications

(See Attachment 1 to Schedule A)

CASE NO.	TRADEMARK	Logo/Profile	Registered Owner	Country	Int. Cl.	App. No.	App. Date	Reg. No.	Reg. Date	Next Renewal Due	Current Status	Sub-Status	Goods
22655	ZEST		The Procter & Gamble Company	Aruba	3	N/A	1-Jan-88	13666	12-Oct-89	31-Dec-15	Registered		Soap and soap-like synthetic cleaning agents for personal and household use.
51515	ZEST		The Procter & Gamble Company	Bahamas	3			2888	11-Mar-59	11-Mar-14	Registered		Soap and soap-like synthetic detergents for personal and household use.
51274	ZEST		The Procter & Gamble Company	Barbados	3			81-3807	8-Mar-58	8-Mar-13	Registered		Soap and soap-like synthetic detergents for personal and household use.
51311	ZEST		The Procter & Gamble Company	Bermuda	3			4185	14-Mar-59	7-Mar-14	Registered		Bar soap.
17744	ZEST		The Procter & Gamble Company	Canada	3	548929	23-Sep-95	TMA319,888	24-Oct-86	24-Oct-16	Registered		Bar soap.
24380	ZEST (& Wave Design 89 bw)		The Procter & Gamble Company	Canada	3	622858	9-Jan-89	TMA368,953	25-May-90	25-May-20	Registered		Toilet soaps.
25538	ZEST		The Procter & Gamble Company	Canada	3	295406	1-Mar-66	TMA146,476	5-Aug-88	5-Aug-11	Registered		Bar soap.
25540	ZEST		The Procter & Gamble Company	Canada	3	295274	18-Nov-65	TMA146,361	29-Jul-66	29-Jul-11	Registered		Bar soap.
86133	ZEST		The Procter & Gamble Company	Canada	3	692668	4-Nov-91	TMA404,184	23-Oct-92	23-Oct-22	Registered		Toilet soaps.
86643	EAUX FRAICHES ZEST		The Procter & Gamble Company	Canada	3	699256	20-Feb-92	TMA411,567	23-Apr-93	23-Apr-23	Registered		Toilet soap.
130723	ENERGY RUSH		The Procter & Gamble Company	Canada	3	1024818	4-Aug-99	TMA546,842	20-Jun-01	20-Jun-16	Registered		Toilet soap, fragrance in toilet soap.
13247	AQUA PURE		The Procter & Gamble Company	Canada	3	1032111	15-Oct-99	TMA569,630	25-Oct-02	25-Oct-17	Registered		Bar soap.
141835	MILD SENSATIONS		The Procter & Gamble Company	Canada	3	1066276	7-Jul-00	TMA569,772	9-Oct-02	9-Oct-17	Registered		Toilet soap; Fragrance sold as a component of toilet soap.
153114	COOL XTREME		The Procter & Gamble Company	Canada	3	1145775	9-Jul-02	TMA606,471	28-Mar-04	28-Mar-19	Registered		Non-medicated skin care preparations, namely, bar soap.
215480	SPRING BURST		The Procter & Gamble Company	Canada	3	1176244	7-May-03	TMA674,545	11-Oct-06	11-Oct-21	Registered		Non-medicated skin care preparations, namely, bar soap.
216526	TROPICAL FRESH		The Procter & Gamble Company	Canada	3	1191926	8-Oct-03	TMA652,816	19-Apr-06	19-Apr-21	Registered		Non-medicated skin care preparations, namely, bar soap and body wash.
216546	FRAICHEUR VIVIFIANTE		The Procter & Gamble Company	Canada	3	1191929	8-Oct-03	TMA674,682	12-Oct-06	12-Oct-21	Registered		Non-medicated skin care preparations, namely, bar soap and body wash.
216549	ENERGY FRESH		The Procter & Gamble Company	Canada	3	1181927	8-Oct-03	TMA670,930	23-Aug-06	23-Aug-21	Registered		Non-medicated skin care preparations, namely, bar soap and body wash.
216568	REVEL PRINTANIER		The Procter & Gamble Company	Canada	3	1191933	8-Oct-03	TMA680,922	15-Mar-06	15-Mar-21	Registered		Non-medicated skin care preparations, namely, bar soap and body wash.
216570	AQUA PUR		The Procter & Gamble Company	Canada	3	1191935	9-Oct-03	TMA672,517	12-Sep-06	12-Sep-21	Registered		Non-medicated skin care preparations, namely, bar soap.
216575	LINEN FRESH		The Procter & Gamble Company	Canada	3	1193162	20-Oct-03	TMA655,508	20-Dec-05	20-Dec-20	Registered		Non-medicated skin care preparations, namely, bar soap and body wash.
219028	ZEST (& Device 03 bw)		The Procter & Gamble Company	Canada	3	1201788	17-Dec-03	TMA626,137	25-Nov-04	25-Nov-19	Registered		Non-medicated skin care preparations, namely, bar soap.
230959	SPRING SPLASH		The Procter & Gamble Company	Canada	3	1217090	18-May-04	TMA658,944	14-Feb-05	14-Feb-21	Registered		Skin care products, namely, body wash.

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230900	OCEAN ENERGY		The Procter & Gamble Company	Canada	3	1217088	18-May-04	TMA658345	14-Feb-06	14-Feb-21	Registered		Skin care products, namely, body wash.
230901	MORNING GARDEN		The Procter & Gamble Company	Canada	3	1217091	18-May-04	TMA658343	14-Feb-06	14-Feb-21	Registered		Skin care products, namely, body wash, skin care products, namely, body wash, soaps, shower gel.
P108707-CA	ENERGIZING EFFECTS		The Procter & Gamble Company	Canada	3	1283640	19-Dec-05	TMA658656	12-Apr-07	12-Apr-22	Registered		skin care products, namely, body wash, soaps, shower gel.
P108708-CA	STIMULATING EFFECTS		The Procter & Gamble Company	Canada	3	1283638	19-Dec-05	TMA658657	12-Apr-07	12-Apr-22	Registered		Amended list: Skin care products, namely, body wash, soaps and shower gel.
P10926A-CA	ALOE SPLASH		The Procter & Gamble Company	Canada	3	1292417	3-Mar-06	TMA658997	15-Jun-07	15-Jun-22	Registered		Original list: Skin care products, namely, body wash, soaps, shower gel, body lotion.
P110632-CA	MINT EXPLOSION		The Procter & Gamble Company	Canada	3	1314244	24-Aug-06	TMA706245	1-Feb-08	1-Feb-23	Registered		Skin care products, namely, body wash and bar soap.
541286	TANGIERNE MANGO		The Procter & Gamble Company	Canada	3	1502217	2-Nov-10				Pending		non-medicated skin care preparations, namely, bar soap and body wash.
101859	ZEST		The Procter & Gamble Company	Cuba	3	1056637	31-Jul-97	128153	20-Mar-00	31-Jul-17	Registered		Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions, dentifrices.
219574	ZEST DEO FRESH		The Procter & Gamble Company	Cuba	3	2004182	12-Mar-04	2004182	23-Dec-05	12-Mar-14	Registered		Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions, dentifrices.
51394	ZEST		The Procter & Gamble Company	Dominican Republic	3			10952	24-Aug-99	24-Aug-09	Registered	Renewal Acknowledged	Soap and soap-like synthetic detergents for personal use.
130388	CITRUS SPORT		The Procter & Gamble Company	Dominican Republic	3, 5, N/A		19-Jun-99	106504	30-Aug-99	30-Aug-19	Registered		Perfumery, powder, toilet soap, facial and shaving creams, rouge, eye makeup, lipstick, lipsticks and eyebrow pencils, shampoo, nail lacquer, powder, skin care preparations, skin astringents, briliantine, pomades and cosmetics, hair dyes, combs, sponges, and other personal care products. A combination of soap and soap-like synthetic toilet bar for use.
51429	ZEST		The Procter & Gamble Company	Jamaica	3			B8802	29-Nov-60	29-Nov-19	Registered		Soap and soap-like synthetic cleaning preparations for personal and household use.
51382	ZEST		The Procter & Gamble Company	Netherlands Antilles	3	N/A	21-Mar-58	1901	21-Mar-58	21-Mar-18	Registered		Soap and soap like synthetic detergents for household use.
51464	ZEST		The Procter & Gamble Company	Trinidad & Tobago	3	20860	2-Jul-92	20860	7-Mar-95	1-Jul-16	Registered		Soap and soap like synthetic detergents for household use.
10627	ZEST		The Procter & Gamble Company	USA	3	71638600	17-Oct-92	586227	2-Mar-94	2-Mar-14	Registered		MODIFIED SYNTHETIC DETERGENT IN BAR FORM MADE ESPECIALLY FOR BATH AND COMPLEXION USE
13246	AQUA PURE		The Procter & Gamble Company	USA	3	75805021	12-Oct-99	2399881	31-Oct-00	31-Oct-10	Lapsing due to non-use		Bar soap for use on face, hand and body; fragrance sold as a component of bar soap.
211374	ZEST		The Procter & Gamble Company	USA	3	78227684	19-Mar-03	2813144	10-Feb-04	10-Feb-14	Registered		Non-medicated skin care preparations, namely, bar soap and body wash.
216525	TROPICAL FRESH		The Procter & Gamble Company	USA	3	78310784	8-Oct-03	3107974	20-Jun-05	20-Jun-16	Registered		Non-medicated skin care preparations, namely, body wash.
219027	ZEST (& Device G3 bw)		The Procter & Gamble Company	USA	3	78342578	18-Dec-03	2,943,108	19-Apr-05	19-Apr-15	Registered		Non-medicated skin care preparations, namely, bar soap.
230797	MORNING GARDEN		The Procter & Gamble Company	USA	3	78419658	17-May-04	3074559	28-Mar-06	28-Mar-16	Registered		Skin care products, namely, body wash.

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230798	OCEAN ENERGY		The Procter & Gamble Company	USA	3	78419660	17-May-04	3,074,560	28-Mar-06	28-Mar-16	Registered		Skin care products, namely, body wash.
230799	SPRING SPLASH		The Procter & Gamble Company	USA	3	78419657	17-May-04	3077612	4-Apr-06	4-Apr-16	Registered		Skin care products, namely, body wash.
243776	ENERGIZING EFFECTS		The Procter & Gamble Company	USA	3	76775652	19-Dec-05	3394247	2-Oct-07	2-Oct-17	Registered		Skin care products, namely, soaps, body wash and shower gel. Skin care products, namely, body wash, soaps, shower gel.
243777	STIMULATING EFFECTS		The Procter & Gamble Company	USA	3	76775626	19-Dec-05	3304246	2-Oct-07	2-Oct-17	Registered		
243778	HYDRATING EFFECTS		The Procter & Gamble Company	USA	3	76775630	19-Dec-05	3295392	18-Sep-07	18-Sep-17	Registered		Skin care products, namely, body wash, soaps, shower gel.
246381	ALOE SPLASH		The Procter & Gamble Company	USA	3	76828275	3-Mar-06	3622110	11-Sep-07	11-Sep-17	Registered		Skin care products, namely, body wash, soaps and shower gel.
305542	MINT EXPLOSION		The Procter & Gamble Company	USA	3	76958663	28-Aug-06	3383518	4-Mar-08	4-Mar-18	Registered		Skin care products, namely, body wash and bar soap.



2. Other Trademarks

To the extent Seller owns any unregistered trademark rights, the unregistered rights in the trademark ZEST in the following countries:

Anguilla  
Antigua and Barbuda  
Bonaire  
British Virgin Islands  
Curacao  
Dominica  
Haiti  
Montserrat  
Puerto Rico  
St. Kitts and Nevis  
St. Lucia  
St. Maarten  
St. Vincent and the Grenadines  
Turks and Caicos  
U.S. Virgin Islands