

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	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 & Gamble Company		06/28/2011	CORPORATION: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	High Ridge Brands Co.		
<b>Street Address:</b>	5 High Ridge Park		
<b>Internal Address:</b>	Suite 100		
<b>City:</b>	Stamford		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06905		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1765195	WHITEWATER FRESH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)277-6501		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(212)277-6500		
<b>Email:</b>	goodwillj@dicksteinshapiro.com		
<b>Correspondent Name:</b>	Clark W. Lackert		
<b>Address Line 1:</b>	Dickstein Shapiro LLP		
<b>Address Line 2:</b>	1633 Broadway		
<b>Address Line 4:</b>	New York, NEW YORK 10019-6708		
<b>ATTORNEY DOCKET NUMBER:</b>	H0352.0001		
<b>NAME OF SUBMITTER:</b>	Clark W. Lackert		
<b>Signature:</b>	/Clark W. Lackert/		

OP \$40.00 1765195

**900195925**

**TRADEMARK  
 REEL: 004572 FRAME: 0877**

Date:

06/30/2011

Total Attachments: 2

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EXHIBIT 1

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 trademark registration set forth on Schedule A of this Assignment (hereinafter referred to as the "Trademark");

**WHEREAS**, High Ridge Brands Co., a Delaware corporation, having its principal place of business at 5 High Ridge Park, Suite 100, Stamford, CT 06905 (hereinafter "Assignee"), desires to acquire all right, title, and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark; and

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

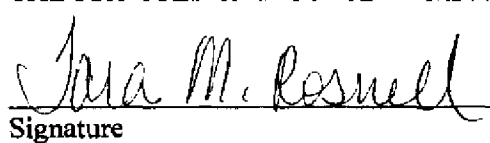
**NOW THEREFORE**, for good and valuable consideration the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title, and interest in and to the aforesaid Trademark, together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

**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 the Trademark hereby assigned, all without further compensation to Assignor.

HIGH RIDGE BRANDS CO.

THE PROCTER & GAMBLE COMPANY

  
\_\_\_\_\_  
Signature

  
\_\_\_\_\_  
Signature

James Daniels  
\_\_\_\_\_  
Name

TARA M ROSNELL  
\_\_\_\_\_  
Name

CEO  
\_\_\_\_\_  
Title

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

6/10/11  
\_\_\_\_\_  
Date

6/28/11  
\_\_\_\_\_  
Date

5 High Ridge Park Stamford, CT 06905  
Phone: 203-674-8080 Fax: 203-674-8088  
[www.highridgebrands.com](http://www.highridgebrands.com)



**SCHEDULE A**  
**TRADEMARK**

<b>Trademark &amp; Registration Number</b>	<b>Registration Date</b>	<b>Goods</b>
WHITEWATER FRESH RN: 1,765,195	April 13, 1993	(Int'l Class: 3) Detergent bar for personal cleansing

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