

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	Entity Type
	Vivalis Limited		LIMITED LIABILITY COMPANY: UNITED KINGDOM
EXECUTION DATE: 06/28/2011			
RECEIVING PARTY DATA			
Name:	CHURCH & DWIGHT CO., INC.		
Street Address:	469 North Harrison Street		
City:	Princeton		
State/Country:	NEW JERSEY		
Postal Code:	08543		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	2874522	BATISTE
CORRESPONDENCE DATA			
Fax Number:	(609)497-7179		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	609-683-7086		
Email:	david.schuman@churchdwright.com		
Correspondent Name:	David J. Schuman		
Address Line 1:	469 North Harrison Street		
Address Line 2:	Law Department		
Address Line 4:	Princeton, NEW JERSEY 08543		
ATTORNEY DOCKET NUMBER:	23979D-PC-OTC		
NAME OF SUBMITTER:	David J. Schuman		
Signature:	/David J. Schuman/		
Date:	08/01/2011		
Total Attachments: 1 source=US - Assignment from Vivalis Limited#page1.tif			

CH \$40.00 2874522

UNITED STATES

DECLARATION OF ASSIGNMENT OF TRADEMARK

WHEREAS, pursuant to an Agreement for the sale and purchase of the BATISTE Dry Shampoo business and the assets relating thereto, and to a Deed of Assignment of Intellectual Property Rights, both dated June 28, 2011,

VIVALIS LIMITED ("Assignor"), a Limited Liability Company of England, having an address at 22 Grimrod Place, Skelmersdale, Lancashire WN8 9UU, England

has assigned, conveyed and transferred all its rights, title and interest in and to the Trademark BATISTE, including all common law rights connected therewith, together with the goodwill of the business symbolized by the Trademark and any registrations and applications therefor (the "Assignment"), to

CHURCH & DWIGHT CO., INC. ("Assignee"), a corporation of the State of Delaware, having an address at 469 North Harrison Street, Princeton, New Jersey 08543, U.S.A;

WHEREAS the Assignment was made for good and valuable consideration, the receipt of which has been acknowledged by the Assignor;

WHEREAS the Assignor is the recorded proprietor of the following United States Trademark Registration (the "Registration"):

Mark	Registration Number	Registration Date
BATISTE	2874522	08/17/2004

WHEREAS the Assignee wishes to record the transfer of ownership of the Registration in the United States Patent and Trademark Office, and has asked the Assignor to execute the present declaration;

NOW THEREFORE, in confirmation of this assignment, the Assignor has executed the present declaration for the purposes of registration and with the intent that the title to the Registration be fully vested in the Assignee, its successors and assigns.

AUGUST
Dated: July 1st, 2011

VIVALIS LIMITED



By: _____

Name: Graham Lynch-Staunton
Title: Managing Director