

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Caren Products L.L.C.		08/28/2013	CORPORATION: GEORGIA
<b>RECEIVING PARTY DATA</b>			
Name:	Colgate-Palmolive Company		
Street Address:	300 Park Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Serial Number:	85908546	GEAR	
Serial Number:	85908655	GEAR 002	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	2123103406		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	212-310-2396		
Email:	Julius_Towers@colpal.com		
Correspondent Name:	Julius Towers		
Address Line 1:	300 Park Avenue		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	GEAR - ASSIGNMENT 2 DOCS		
NAME OF SUBMITTER:	Julius Towers		
Signature:	/Julius Towers/		

CH \$65.00 85908546

Date:

10/07/2013

**Total Attachments: 2**

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EXHIBIT A

This Confirmatory Trademark Assignment is made by **Caren Products, LLC**, a Georgia limited liability company, 3080 Northfield Place, Suite 106, Roswell, Georgia 30076 ("Assignor"), and **Colgate-Palmolive Company**, a Delaware corporation, 300 Park Avenue, New York, New York 10022 ("Assignee").

WHEREAS pursuant to the Trademark Assignment between Assignor and Assignee, dated August <sup>28<sup>th</sup></sup> 2013, Assignor assigned and transferred all of its right, title and interest in and to the trademark GEAR (the "Mark"), together with the goodwill of the businesses associated therewith.

WHEREAS this assignment document is being executed to confirm in writing the earlier transfer of the Mark and its associated goodwill.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms having sold, assigned and transferred to Assignee all of Assignor's right, title, and interest in and to the Mark, and in and to the goodwill of the businesses connected with the use thereof and symbolized thereby, and in and to all income, royalties, damages, and payments now or hereafter due or payable with respect thereto, and in and to all causes of action, either at law or in equity, and the right to sue, counterclaim, and recover for past, present, or future infringement of the rights assigned herein.

Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States to record Assignee as the owner of any and all of Assignor's rights in the Mark, including in the trademark application for GEAR (Ser. No. 85/908546), and to issue to Assignee the trademark registration resulting from said trademark application, or any renewals of said registrations.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

CAREN PRODUCTS, LLC

Sherry Kelly

Name: Sherry Kelly

Title: President

COLGATE-PALMOLIVE COMPANY

W. A. Van der Graaf

Name: William Van der Graaf

Title: VP/GM US Personal Care

**EXHIBIT B**

This Confirmatory Trademark Assignment is made by **Caren Products, LLC**, a Georgia limited liability company, 3080 Northfield Place, Suite 106, Roswell, Georgia 30076 (**"Assignor"**), and **Colgate-Palmolive Company**, a Delaware corporation, 300 Park Avenue, New York, New York 10022 (**"Assignee"**).

WHEREAS pursuant to the Trademark Assignment between Assignor and Assignee, dated August ~~28~~<sup>29</sup> 2013, Assignor assigned and transferred all of its right, title and interest in and to the trademark GEAR 002 (the **"Mark"**), together with the goodwill of the businesses associated therewith.

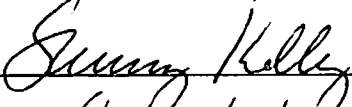
WHEREAS this assignment document is being executed to confirm in writing the earlier transfer of the Mark and its associated goodwill.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms having sold, assigned and transferred to Assignee all of Assignor's right, title, and interest in and to the Mark, and in and to the goodwill of the businesses connected with the use thereof and symbolized thereby, and in and to all income, royalties, damages, and payments now or hereafter due or payable with respect thereto, and in and to all causes of action, either at law or in equity, and the right to sue, counterclaim, and recover for past, present, or future infringement of the rights assigned herein.


Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States to record Assignee as the owner of any and all of Assignor's rights in the Mark, including in the trademark application for GEAR 002 (Ser. No. 85/908655), and to issue to Assignee the trademark registration resulting from said trademark application, or any renewals of said registrations.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

**CAREN PRODUCTS, LLC**

  
\_\_\_\_\_  
Name: Sherry Kelly  
Title: President

**COLGATE-PALMOLIVE COMPANY**

  
\_\_\_\_\_  
Name: William Van de Graaf  
Title: VP/GM US Personal Care