

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM527211

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Snowberry New Zealand Limited		06/06/2019	Corporation: NEW ZEALAND
RECEIVING PARTY DATA			
Name:	The Procter & Gamble Company		
Street Address:	One Procter & Gamble Plaza		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45202		
Entity Type:	Corporation: OHIO		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3637252	SNOWBERRY	
Registration Number:	5235471	CUPEP	
Registration Number:	5431711	EPROLEX	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	5139833691		
Email:	downey.ja@pg.com		
Correspondent Name:	Paul Brandstetter		
Address Line 1:	One P&G Plaza		
Address Line 2:	C9		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	Female Skin		
NAME OF SUBMITTER:	Jill Downey		
SIGNATURE:	/jilldowney/		
DATE SIGNED:	06/11/2019		
Total Attachments: 2			
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ASSIGNMENT OF TRADEMARK

WHEREAS, Snowberry New Zealand Limited, a New Zealand corporation, having its principal place of business at 50 Stonedon Drive, Unit 8, East Tamaki, Auckland New Zealand (hereinafter “Assignor”), is the owner of the following trademark registrations and the common law rights related thereto (hereinafter collectively referred to as the “Trademark”);

<u>Trademark</u>	<u>U.S. Registration No.</u>	<u>U.S. Registration Date</u>
SNOWBERRY	3637252	June 16, 2009
CuPEP	5235471	July 4, 2017
ePROLEX	5431711	March 27, 2018

WHEREAS, The Procter & Gamble Company, an Ohio corporation, having its principal place of business at One Procter & Gamble Plaza, Cincinnati, Ohio 45202 (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

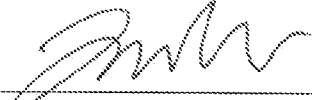
WHEREAS, Assignor and Assignee are desirous of making this Assignment a matter of record.

NOW, THEREFORE, for good and valuable consideration 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 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 reasonable deem necessary

or desirable for securing to Assignee or for maintaining for Assignee the Trademark hereby assigned, all without further compensation to Assignor.

Snowberry New Zealand Limited


Signature

Jessica Miller
Name

Director
Title

6/6/19
Date