

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM829343

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
Hello Products, LLC		07/12/2023	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Colgate-Palmolive Company		
<b>Street Address:</b>	300 Park Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10022		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 32</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6996891	MINTERESTING	
<b>Registration Number:</b>	6913484	HELLO	
<b>Registration Number:</b>	6890006	NATURALLY FRIENDLY	
<b>Registration Number:</b>	6890005	CHOOSE FRIENDLY	
<b>Registration Number:</b>	6847115	FOR THE 100%, NOT THE 1%	
<b>Registration Number:</b>	6847107	HELLO	
<b>Registration Number:</b>	6775310	HELLO	
<b>Registration Number:</b>	6707846	HELLO	
<b>Registration Number:</b>	6701940	GREET FREELY	
<b>Registration Number:</b>	6694696	CHEWS FRIENDLY	
<b>Registration Number:</b>	6420777	FANTABULOUS	
<b>Registration Number:</b>	6191076	GOODBYE STINKY	
<b>Registration Number:</b>	5992554	SPYT	
<b>Registration Number:</b>	6196031	NAKEDPASTE	
<b>Registration Number:</b>	5781571	YOUR SWISH COME TRUE	
<b>Registration Number:</b>	5781569	MEET YOUR NEW SQUEEZE	
<b>Registration Number:</b>	5841433	SUPERPASTE	
<b>Registration Number:</b>	5781568	TASTES SO DELICIOUS THEY'LL RUSH TO BRUS	
<b>Registration Number:</b>	6701725	REPLENISHMINT	

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Property Type	Number	Word Mark
Registration Number:	6003318	NATURALLY FRIENDLY
Registration Number:	5991885	HELLO
Registration Number:	5991883	HELLO
Registration Number:	5991533	HELLO NATURALLY HEALTHY
Registration Number:	5710108	HELLO
Registration Number:	5710107	HELLO
Registration Number:	5191499	NATURALLY FRIENDLY
Registration Number:	5186754	GREET FREELY
Registration Number:	5586477	CHOOSE FRIENDLY
Registration Number:	4408644	HELLO
Registration Number:	4998456	HELLO
Registration Number:	4983414	HELLO
Registration Number:	4384201	HELLO

**CORRESPONDENCE DATA**

**Fax Number:**

*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.*

**Phone:** 212-813-5900

**Email:** anicolescu@fzlz.com

**Correspondent Name:** Allison Strickland Ricketts

**Address Line 1:** Fross Zelnick Lehrman & Zissu, P.C.

**Address Line 2:** 151 West 42nd Street, 17th Floor

**Address Line 4:** New York, NEW YORK 10036

**ATTORNEY DOCKET NUMBER:** HLLO 2305985

**NAME OF SUBMITTER:** Anca Nicolescu

**SIGNATURE:** /ancanicolescu/

**DATE SIGNED:** 08/03/2023

**Total Attachments: 3**

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ASSIGNMENT

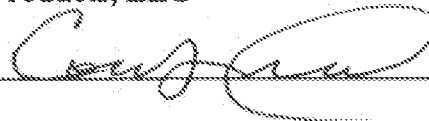
WHEREAS, Hello Products, LLC, a limited liability company organized and existing under the laws of Delaware, located at 363 Bloomfield Avenue, Montclair, New Jersey 07042 ("Assignor"), is the owner of the trademarks and applications and registrations therefor in the U.S. Patent and Trademark Office listed on the attached schedule (hereinafter, the "Trademarks"); and,

WHEREAS, Colgate-Palmolive Company, a corporation organized and existing under the laws of Delaware, located at 300 Park Avenue, New York, New York 10022 ("Assignee"), is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Hello Products, LLC

By: \_\_\_\_\_



Name: Courtney Williams

Title: Senior Associate General Counsel

Date of Signature: July 12, 2023

SCHEDULE  
Hello Products, LLC

Mark	Serial Number	Registration Number
MINTERESTING	88200833	6996891
<b>hello</b>	88771114	6913484
NATURALLY FRIENDLY	88678942	6890006
CHOOSE FRIENDLY	88678926	6890005
FOR THE 100%, NOT THE 1%	88678906	6847115
<b>hello</b>	88657943	6847107
HELLO	88657952	6775310
HELLO	88771099	6707846
GREET FREELY	88490142	6701940
CHEWS FRIENDLY	88687580	6694696
FANTABULOUS	88678861	6420777
GOODBYE STINKY	88596377	6191076
SPYT	88369121	5992554
NAKEDPAST	88369114	6196031
YOUR SWISH COME TRUE	88200823	5781571
MEET YOUR NEW SQUEEZE	88200810	5781569
SUPERPASTE	88200802	5841433
TASTES SO DELICIOUS THEY'LL RUSH TO BRUSH	88200795	5781568
REPLENISHMINT	87799752	6701725
NATURALLY FRIENDLY	87982548	6003318
HELLO	87982499	5991885
<b>hello</b>	87982492	5991883
HELLO NATURALLY HEALTHY	87470663	5991533
<b>hello</b>	87004989	5710108
HELLO	87004978	5710107
NATURALLY FRIENDLY	86037624	5191499
GREET FREELY	86037585	5186754
CHOOSE FRIENDLY	86518755	5586477
<b>hello</b>	85979633	4408644

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HELLO	85703489	4998456
hello	85703505	4983414
HELLO	77865148	4384201

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