

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Colgate-Palmolive Company

Mark: DAILY SHIELD

Serial No.: 86/083,438

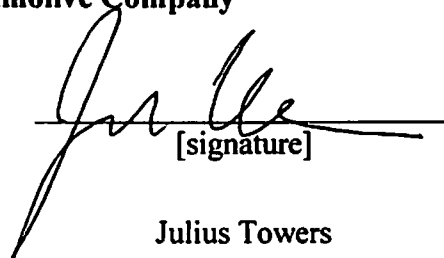
Our Ref: CPC 1401680

ASSOCIATE POWER OF ATTORNEY

Applicant hereby appoints Allison Strickland Ricketts, having an address at Fross Zelnick Lehrman & Zissu, P.C., 866 United Nations Plaza, New York, New York 10017, (212) 813-5900 to prosecute this application to register with full power of substitution and revocation to transact business in the United States Patent and Trademark Office in connection therewith and to represent it in proceedings affecting the mark which may arise in the Patent and Trademark Office.

Colgate-Palmolive Company

By:



[signature]

Name:

Julius Towers

Title:

Chief Personal Care, Hill's and
Licensing and Transactions
Trademark Counsel

Date:

July 14, 2014