

12-05-2000

To the Honorable
Please record

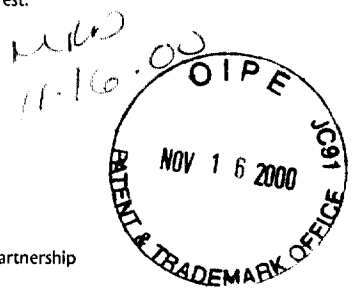


101537296

I Trademarks:
thereof.

1. Name of Party(ies) conveying an interest:

Women First Healthcare, Inc.
12220 El Camino Real, Suite 400
San Diego, CA 92130



Entity:
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Delaware
 Other _____

Additional name(s) of conveying party(ies) attached:
 yes no

2. Name and Address of Party(ies) receiving an interest:

Name: AARP
Street Address: 601 E Street, N.W.
City: Washington
State/Zip Code: D.C. 20049

Entity:
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State District of Columbia (not-for-profit)
 Other _____

Citizenship _____

3. Description of the interest conveyed:

Assignment Change of Name Other

Security Agreement Merger

Date of execution of attached document 11/01/2000

If not domiciled in the United States, a domestic representative designation is attached:

yes no

(The attached document must not be an assignment)
Additional name(s) and addresses attached:
 yes no

4. Application number(s) or registration number(s). Additional sheet attached? yes no

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2,361,863

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Donna M. Tanguay
FIRM: McDermott, Will & Emery
Address: 600 13th Street, N.W.
City/State/Zip: Washington, D.C. 20005-3096

6. Number of applications and registrations involved: 1

7. The \$_____ filing fee is enclosed.

8. Please charge the \$ 40.00 filing fee to
Deposit Account No. 500417.
(duplicate copy of this page attached)

9. Please charge any deficiencies in fees or credit
any overpayment to Deposit Account No. 500417.

DO NOT USE THIS SPACE

10. Statement and signature. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Donna M. Tanguay Signature Donna M. Tanguay Date November 16, 2000

Total number of pages comprising coversheet: 1

TRADEMARK ASSIGNMENT

WHEREAS, Women First Healthcare, Inc., a Delaware corporation, having a principal place of business at 12220 El Camino Real, Suite 400, San Diego California 92130 ("Assignor"), is the sole and exclusive owner of the mark MY GENERATION MY CHOICE which mark was registered in the United States Patent and Trademark Office on June 27, 2000 as Registration No. 2,361,863;

WHEREAS, AARP, a not-for-profit corporation organized and existing under the laws of the District of Columbia and having its principal place of business at 601 E Street, N.W. Washington, D.C. 20049 ("Assignee"), is desirous of acquiring this mark, the goodwill appurtenant thereto, and the above-referenced registration therefor;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor, hereby assigns, sells and transfers unto Assignee, the entire right, title and interest in and to said mark together with the goodwill of the business as symbolized by the mark, and the registration therefor.

Women First Healthcare, Inc.

Dated: _____, 2000

By:  _____

SUBSCRIBED and SWORN to before me
this _____ day of _____, 2000.

Notary Public

My Commission expires:

SEE ATTACHED CERTIFICATE

JURAT

State of California
County of San Diego } ss.

Subscribed and sworn (affirmed) to before me this 1 day of November, 2000

by Charles M. Caporale
Name of signer(s)



Name of signer(s)

Tracy Paul
Signature of Notary Public