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U.S. DEPARTMENT OF COMMERCE
1 States Patent and Trademark Office



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O I P E
JAN 27 2005
PATENT & TRADEMARK OFFICE

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):
PBM Products, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Citizenship (see guidelines)
Execution Date(s) January 1, 2005

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:
- Assignment
 - Security Agreement
 - Other
 - Merger
 - Change of Name

2. Name and address of receiving party(ies)
Additional names, addresses, or citizenship attached? Yes No

Name: PBM Products, L.L.C.
Internal Address:
Address:
Street Address: 204 North Main Street
City: Gordonsville
State: Virginia
Country: U.S.A. Zip: 22942

- Association Citizenship
 - General Partnership Citizenship
 - Limited Partnership Citizenship
 - Corporation Citizenship
 - Other L.L.C. Citizenship Virginia
- If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.
A. Trademark Application No.(s)
See attached Appendix A
B. Trademark Registration No.(s)
See attached Appendix A

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:
Name: Breiner & Breiner, L.L.C.

Internal Address:
Street Address: 115 North Henry Street
P.O. Box 19290
City: Alexandria
State: Virginia Zip: 22320-0290
Phone Number: 703-684-6885
Fax Number: 703-684-8206
Email Address:

6. Total number of applications and registrations involved: 5

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 140.00
- Authorized to be charged by credit card
 - Authorized to be charged to deposit account
 - Enclosed

8. Payment Information: 1400
a. Credit Card Last 4 Numbers _____
Expiration Date _____
b. Deposit Account Number 02-3690
Authorized User Name _____

9. Signature: Theodore A. Breiner 1/27/05
Signature Date

Theodore A. Breiner
Name of Person Signing
Total number of pages including cover sheet, attachments, and document: 4

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

02/02/2005 ECDOPER 00000119 023690 2730671

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TRADEMARK
REEL: 003114 FRAME: 0501

APPENDIX A

United States

<u>Mark</u>	<u>Registration No.</u>
Design (Point of Purchase Display)	2,730,871

<u>Mark</u>	<u>Serial No.</u>
BRIGHT BEGINNINGS	76/553,115
BRIGHT BEGINNINGS	76/505,292
BECAUSE TO A NEW MOM, EVERYTHING MATTERS	76/551,712
GLUCOBURST	76/623,583

A S S I G N M E N T

WHEREAS, PBM Products, Inc., 204 North Main Street, Gordonsville, Virginia 22942, a Delaware corporation, has adopted, used, and is using the trademarks set forth in the attached Appendix A and owns the referenced registrations/applications therefor; and

WHEREAS, PBM Products, L.L.C., 204 North Main Street, Gordonsville, Virginia 22942, a Delaware Limited Liability Company, is desirous of acquiring the trademarks and the registrations/applications therefor set forth in the attached Appendix A.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, PBM Products, Inc. does hereby assign unto PBM Products, L.L.C. all right, title, and interest in and to the trademarks set forth in Appendix A, together with the goodwill of the business symbolized by the marks, and the registrations/applications therefor.

PBM PRODUCTS, INC.

By



Scott F. Jamison
EVP Operations

January 1, 2005

APPENDIX A

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China

<u>Mark</u>	
BRIGHT BEGINNINGS	ZC3723085SL
BRIGHT BEGINNINGS	ZC3723084SL