

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|------------------------------|----------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | CHANGE OF NAME |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-----------------------|----------|----------------|-----------------------------|
| Cannon Rubber Limited | | 07/01/2005 | CORPORATION: UNITED KINGDOM |

RECEIVING PARTY DATA

| | |
|--------------------------|-----------------------------|
| Name: | Avent Limited |
| Street Address: | Oakleigh Road South, Unit 6 |
| Internal Address: | North London Business Park |
| City: | New Southgate, London |
| State/Country: | UNITED KINGDOM |
| Postal Code: | N11 1SS |
| Entity Type: | CORPORATION: UNITED KINGDOM |

PROPERTY NUMBERS Total: 37

| Property Type | Number | Word Mark |
|----------------|----------|---|
| Serial Number: | 78678784 | UNO |
| Serial Number: | 78537573 | AIRFLEX |
| Serial Number: | 78522136 | THERMABAG |
| Serial Number: | 78320247 | EXPRESS IQ |
| Serial Number: | 78452249 | ISIS IQ |
| Serial Number: | 78350097 | DISPOSE OR RE-USE YOU CHOOSE! |
| Serial Number: | 78346180 | VIA |
| Serial Number: | 78315160 | ANY CHOICE, ANY TIME |
| Serial Number: | 78315148 | AVENT MAKES IT EASY |
| Serial Number: | 78315141 | ...EASY TO CHOOSE, EASY TO USE AND EASY TO FIT WITH THE LIFE YOU LEAD |
| Serial Number: | 76556979 | IQ |
| Serial Number: | 76522644 | |

CH \$940.00 78678784

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|----------------------|---------|------------------------------------|
| Registration Number: | 2981950 | MAGIC SUPER SPORT |
| Registration Number: | 3003570 | VIA |
| Registration Number: | 2954690 | MAGIC CUP |
| Registration Number: | 2914450 | |
| Registration Number: | 3026370 | AVENT KITBAG |
| Registration Number: | 2877038 | AVENT BABY CASE |
| Registration Number: | 2899356 | AVENT URBAN BAG |
| Registration Number: | 2897076 | AVENT TRAVEL BAG |
| Registration Number: | 2879121 | AVENT ON THE GO |
| Registration Number: | 2791045 | AVENT |
| Registration Number: | 2760743 | AVENT LET DOWN |
| Registration Number: | 2757980 | AVENTBABY |
| Registration Number: | 2894069 | AVENT EXPRESS |
| Registration Number: | 2801690 | AVENT NATURALLY |
| Registration Number: | 2831131 | AVENT MUST-HAVES |
| Registration Number: | 2548999 | HELPING MOTHERS BREAST FEED LONGER |
| Registration Number: | 2587241 | AVENT MAGIC |
| Registration Number: | 2349268 | AVENT |
| Registration Number: | 2216736 | ISIS |
| Registration Number: | 2135710 | AVENT |
| Registration Number: | 2059569 | NIPLETTE |
| Registration Number: | 1451657 | AVENT |
| Registration Number: | 1458190 | AVENT |
| Registration Number: | 1470689 | AVENT |
| Registration Number: | 1440465 | AVENT |

CORRESPONDENCE DATA

Fax Number: (312)360-6596
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-360-6000
Email: agoldstein@freebornpeters.com
Correspondent Name: Andrew L. Goldstein
Address Line 1: 311 S. Wacker Drive
Address Line 2: Suite 3000
Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER: 15801-0036

DOMESTIC REPRESENTATIVE

Name: Andrew L. Goldstein
Address Line 1: 311 S. Wacker Drive
Address Line 2: Suite 3000
Address Line 4: Chicago, ILLINOIS 60606

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|----------------------|---------------------|
| NAME OF SUBMITTER: | Andrew L. Goldstein |
| Signature: | /alg/ |
| Date: | 08/23/2006 |
| Total Attachments: 0 | |

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