

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Ameda AG		01/02/2008	Aktiengesellschaft (stock corporation): SWITZERLAND

RECEIVING PARTY DATA

Name:	Evenflo Company, Inc.
Street Address:	707 Crossroads Court
City:	Vandalia
State/Country:	OHIO
Postal Code:	45377
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	1402033	AMEDA
Serial Number:	77225831	AMEDA
Serial Number:	78941007	AMEDA PLATINUM
Registration Number:	2841802	COMFORTGEL
Serial Number:	77052634	EGNELL
Registration Number:	2932462	HYGIENIKIT
Registration Number:	2364235	PURELY YOURS

CORRESPONDENCE DATA

Fax Number: (617)951-7050
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 617-951-7184
 Email: ronald.duvernay@ropesgray.com
 Correspondent Name: Erica L. Hepp
 Address Line 1: One International Place

CH \$190.00 1402033

Address Line 2: Ropes & Gray LLP
Address Line 4: Boston, MASSACHUSETTS 02110-2624

ATTORNEY DOCKET NUMBER:	WPQC-059-002
NAME OF SUBMITTER:	Erica L. Hepp
Signature:	/e hepp/
Date:	01/11/2008

Total Attachments: 6
source=US TMK Assignment#page1.tif
source=US TMK Assignment#page2.tif
source=US TMK Assignment#page3.tif
source=US TMK Assignment#page4.tif
source=US TMK Assignment#page5.tif
source=US TMK Assignment#page6.tif

TRADEMARK ASSIGNMENT

WHEREAS, Ameda AG (“Assignor”), a Swiss Aktiengesellschaft (stock corporation), is the owner of all right, title, and interest in and to the trademarks and service marks shown on the attached **Exhibit 1** (the “Trademarks”), the applications and registrations thereof, and the goodwill represented by said Trademarks;

WHEREAS, Assignor is assigning the Trademarks, the applications and registrations thereof, and the goodwill represented thereby as part of the transfer of the entire business or portion thereof to which such Trademarks pertain; and

WHEREAS, Evenflo Company, Inc. (“Assignee”), a Delaware corporation, desires to acquire the entire right, title, and interest in and to the Trademarks, the applications and registrations thereof, and the goodwill represented thereby;

NOW THEREFORE, be it known that effective as of January 2, 2008, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers, and sets over unto Assignee (1) the entire right, title, and interest in and to the Trademarks, the registrations and applications thereof, and the goodwill represented by said Trademarks; (2) the entire right to file trademark applications in the name of Assignee or its designee, or in the name of Assignor at Assignee’s or its designee’s election, on the aforesaid Trademarks in all countries of the world; (3) the entire right, title, and interest in and to any registration of any of the Trademarks which issued and may issue in any country, and any renewals and extensions thereof; (4) the right to sue and recover for, and the right to profits or damages due or accrued in connection with, any and all past, present, or future infringement or dilution of the Trademarks; and (5) the entire right, title, and interest in all convention and treaty rights of all kinds, including without limitation all rights of priority in any country of the world, in and to the above Trademarks;

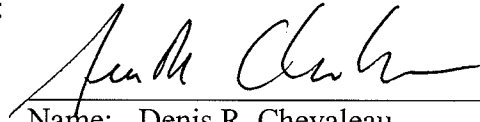
AND, Assignor hereby authorizes and requests the competent authorities to grant and to issue any and all registrations of the Trademarks throughout the world to Assignee, its successors, or assigns, whose right, title, and interest in such registrations are the same as would have been held and enjoyed by Assignor had this assignment, sale, and transfer not been made.

[Remainder of Page Left Blank]

IN WITNESS WHEREOF, the Assignor has caused this Trademark Assignment to be duly executed by its officer thereunto duly authorized as of the second day of January, 2008.

AMEDA AG

By:



Name: Denis R. Chevaleau

Title: Prokurist

Acknowledgement of Assignee:

EVENFLO COMPANY, INC.

By: 

Name: **Thomas Sparno**

Title: **Secretary**

United States Trademark Assignment from Ameda AG to Evenflo Company, Inc.

TRADEMARK
REEL: 003694 FRAME: 0743

STATE OF New Jersey)
COUNTY OF ESSEX) : ss.:

On the 20th day of Dec, 2007, before me the undersigned, personally appeared Thomas Sparno, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Caroline G Sammarco
Notary Public

CAROLINE G. SAMMARCO
A NOTARY PUBLIC OF NEW JERSEY
MY COMMISSION EXPIRES AUGUST 16, 2008

United States Trademark Assignment from Ameda AG to Evenflo Company, Inc.

TRADEMARK
REEL: 003694 FRAME: 0744

Exhibit 1

Country	Trademark	Reg. No./App. No.	International Class(es)
United States of America	AMEDA	1402033	10
	AMEDA & LOGO	77/225831	5, 10, 18
	AMEDA PLATINUM	78/941007	10
	COMFORTGEL	2841802	10
	EGNELL	77/052634	10
	HYGIENIKIT	2932462	10
	PURELY YOURS	2364235	10

United States Trademark Assignment from Ameda AG to Evenflo Company, Inc.