

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
HANDI-CRAFT COMPANY		06/02/2009	CORPORATION: MISSOURI
<b>RECEIVING PARTY DATA</b>			
Name:	SIMPLISSE, INC.		
Street Address:	4433 Fyler Avenue		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63116		
Entity Type:	CORPORATION: MISSOURI		
<b>PROPERTY NUMBERS Total: 4</b>			
Property Type	Number	Word Mark	
Serial Number:	77712801	SIMPLISSE	
Serial Number:	77712803	SIMPLISSE	
Serial Number:	77712831	SIMPLISSE	
Serial Number:	77712810	SIMPLISSE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(314)612-2323		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	314-621-5070		
Email:	gashbrook@armstrongteasdale.com		
Correspondent Name:	Richard L. Bridge		
Address Line 1:	One Metropolitan Square, Suite 2600		
Address Line 4:	St. Louis, MISSOURI 63102-2740		
ATTORNEY DOCKET NUMBER:	27844-105		
NAME OF SUBMITTER:	Richard L. Bridge		

CH \$115.00 77712801

Signature:	/RLB-ATLLP/
Date:	06/05/2009
Total Attachments: 3 source=4722056_1#page1.tif source=4722056_1#page2.tif source=4722056_1#page3.tif	

## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the “**TRADEMARK ASSIGNMENT**”) is made effective as of June 2, 2009 (the “**EFFECTIVE DATE**”) by HANDI-CRAFT COMPANY, a Missouri corporation, with a principal place of business at 4433 Fyler Avenue, St. Louis, MO 63116 (the “**ASSIGNOR**”), in favor of SIMPLISSE, INC., a Missouri corporation, with a principal place of business at 4433 Fyler Avenue, St. Louis, MO 63116 (the “**ASSIGNEE**”).

**WHEREAS**, ASSIGNOR has agreed to transfer, assign and convey certain general intangibles of ASSIGNOR to ASSIGNEE;

**WHEREAS**, ASSIGNOR is the owner of the entire right, title and interest in and to the trademarks as set forth on Attachment 1 (hereinafter the “**TRADEMARKS**”) attached hereto;

**WHEREAS**, ASSIGNEE is a successor to the ASSIGNOR’s business to which the TRADEMARKS pertain;

**WHEREAS**, ASSIGNEE is desirous of acquiring all right, title, and interest in and to the TRADEMARKS;

**NOW, THEREFORE**, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by ASSIGNOR:

1. ASSIGNOR agrees to, and hereby does, sell, assign, and transfer unto ASSIGNEE the entire right, title, and interest in and to the TRADEMARKS on the EFFECTIVE DATE, all of the goodwill associated with the TRADEMARKS, and the right to sue and recover for infringements occurring prior to this assignment.

2. ASSIGNOR represents and warrants that, on the EFFECTIVE DATE, it is the owner of all right, title, and interest in and to the TRADEMARKS, and all the goodwill therein; that the TRADEMARKS are currently in force; and that it has not licensed, mortgaged, or otherwise transferred any rights in the TRADEMARKS to any person or entity other than ASSIGNEE.

*(signature page to follow)*

**IN WITNESS WHEREOF**, intending to be legally bound hereby, ASSIGNOR has executed and delivered this Assignment as of the day and year first below written.

FOR: HANDI-CRAFT COMPANY ("ASSIGNOR")

Name: Carolyn Hentschell

Title: President

Date: Carolyn Hentschell 6/2/09

**ATTACHMENT 1**

**TRADEMARKS**

<b>TRADEMARK</b>	<b>APPLICATION NUMBER</b>	<b>GOODS</b>	<b>CLASS</b>	<b>FILING DATE</b>
SIMPLISSE	77/712,801	nipple wound creams, nipple wipes, tummy creams, massage creams and lotions, and skin care soaps and lotions	3	April 13, 2009
SIMPLISSE	77/712,803	disposable and washable breast pads, hydro-gel pads, maternity vitamin and mineral supplements, lactation vitamin and mineral supplements, and nutritional bars for pregnant and lactating women	5	April 13, 2009
SIMPLISSE	77/712,831	electric and manual breast pumps, breast pump bags and accessories, replacement parts for breast pumps, milk storage bags, breast milk management kit, nipple shields, breast shells, nursing belly bands, and breast support bands	10	April 13, 2009
SIMPLISSE	77/712,810	nursing pillows, non-metal nursing bracelets and non-metal do not disturb breastfeeding signs	20	April 13, 2009