

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
ADIRI, INC.		03/31/2010	CORPORATION: VIRGINIA

RECEIVING PARTY DATA

Name:	UECKER & ASSOCIATES, INC.
Street Address:	100 Pine Street, Suite 475
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94111
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	78924400	ADIRI
Serial Number:	78924414	ADIRI NATURAL NURSER
Serial Number:	78924417	I AM ADORED
Serial Number:	78924406	NATURAL NURSER
Registration Number:	3518525	ADIRI
Registration Number:	3518529	ADIRI NATURAL NURSER
Registration Number:	2451718	BREASTBOTTLE
Registration Number:	3518528	NATURAL NURSER

CORRESPONDENCE DATA

Fax Number: (650)798-3600
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (650) 798-3500
 Email: roodzanta@howrey.com
 Correspondent Name: JAMES R. CADY/HOWREY LLP
 Address Line 1: 1950 University Avenue, 4th Floor

CH \$215.00 78924400

Address Line 4: East Palo Alto, CALIFORNIA 94303

ATTORNEY DOCKET NUMBER: 00048.0001.000000

NAME OF SUBMITTER: James R. Cady

Signature: /JRCady/

Date: 06/16/2010

Total Attachments: 2
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DEED OF ASSIGNMENT

WHEREAS, Adiri, Inc., a Virginia corporation and having a business address of 2250 Park Boulevard, Palo Alto, California 94306 (hereinafter "Adiri"), is the owner of the marks shown in the attached Schedule A, which have been applied for and/or registered in the United States:

WHEREAS Uecker & Associates, Inc., a California corporation having an address of 100 Pine Street, Suite 475, San Francisco, California 94111 (hereinafter "Uecker & Associates"), desires to acquire any and all rights, title and interest and that portion of the business and goodwill associated with the above-referenced marks and the applications and registrations of the marks;

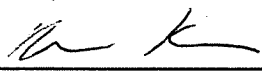
WHEREAS Adiri is the owner of the above-referenced trademarks, and desires to assign such trademark to Uecker & Associates and will do, perform and execute all documents in connection therewith;

WHEREAS, Adiri and Uecker & Associates desire that the assignment of the above-referenced trademarks be made a matter of record with the United States Patent and Trademark Office;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Adiri does hereby assign to Uecker & Associates all right, title and interest in and to said marks, together with that portion of the business and the goodwill of the business symbolized by the marks and the applications to register and registrations for the marks.

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be executed effective as of March 31, 2010.

ADIRI, INC.

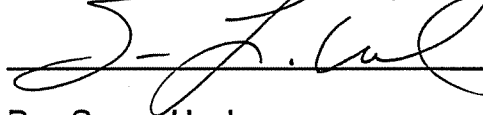


By: Randi Kofman

Title: CEO

Date: 3/31/2010

UECKER & ASSOCIATES, INC.



By: Susan Uecker

Title: President

Date: 3/31/2010

SCHEDULE A

Table of United States Trademark Applications & Registrations

Country	Mark No.	Mark
United States	Appl. No. 78/924,400	ADIRI
United States	Reg. No. 3,518,525	ADIRI
United States	Appl. No. 78/924,414	ADIRI NATURAL NURSER
United States	Reg. No. 3,518,529	ADIRI NATURAL NURSER
United States	Reg. No. 2,451,718	BREASTBOTTLE
United States	Appl. No. 78/924,417	I AM ADORED
United States	Appl. No. 78/924,406	NATURAL NURSER
United States	Reg. No. 3,518,528	NATURAL NURSER