

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
UECKER & ASSOCIATES, INC.		05/06/2010	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	0875505 B.C. Ltd.
Street Address:	2260 Hunter Road
City:	Kelowna, British Columbia
State/Country:	CANADA
Postal Code:	V1X7J8
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 8

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

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
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DOMESTIC REPRESENTATIVE

Name: JAMES R. CADY/HOWREY LLP
Address Line 1: 1950 University Avenue, 4th Floor
Address Line 4: East Palo Alto, CALIFORNIA 94303

NAME OF SUBMITTER:	James R. Cady
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Signature:	/JRCady/
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Date:	06/16/2010
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Total Attachments: 2
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DEED OF ASSIGNMENT

WHEREAS, Uecker & Associates, Inc., a California corporation and having a business address of 100 Pine Street, Suite 475, San Francisco, California 94111 USA (hereinafter "Uecker & Associates"), is the owner of the marks shown in the attached Schedule A, which have been registered or applied for in the countries indicated.

WHEREAS 0875505 B.C. Ltd, a British Columbia, Canada corporation having an address of 2260 Hunter Road, Kelowna, British Columbia V1X7J8 (hereinafter "0875505 B.C."), 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;

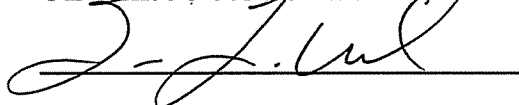
WHEREAS Uecker & Associates is the owner of the above-referenced trademarks, and desires to assign such trademark to 0875505 B.C. and will do, perform and execute all documents in connection therewith;

WHEREAS, Uecker & Associates and 0875505 B.C. desire that the assignment of the above-referenced trademark be made a matter of record in the various trademark offices of the jurisdictions shown in attached Schedule A;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Uecker & Associates does hereby assign to 0875505 B.C. 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.

UECKER & ASSOCIATES, INC.



By: Susan L. Uecker

Title: President

Date: 4/29/2010

0875505 B.C. LTD.



By: Chris Kutschera

Title: Director

Date: May 06/2010

SCHEDULE A

Table of Worldwide Applications & Registrations

Country / Jurisdiction	Mark	Appl. No.	Reg. No.
Australia	ADIRI	1166357 (IR 913842)	1166357 (IR 913842)
Brazil	ADIRI	828927596	
Canada	ADIRI	1329437	
Canada	NATURAL NURSER	1329316	
Chile	ADIRI	757486	799.769
China	ADIRI	IR 913842	IR 913842
China	ADIRI (Simplified Chinese Transliteration)	7130768	
Colombia	ADIRI	07001144	338546
European Union (Community Trademark)	ADIRI	IR 913842	IR 913842
European Union (Community Trademark)	ADIRI NATURAL NURSER	IR 912112	IR 912112
Hong Kong	ADIRI (Simplified and Traditional Chinese Transliterations)	301239390	301239390
Israel	ADIRI	196190	196190
Japan	ADIRI	IR 913842	IR 913842
Mexico	ADIRI	827936	981815
New Zealand	ADIRI	760896	760896
Norway	ADIRI	IR 913842	IR 913842
Russian Federation	ADIRI	2005701584	304063
Russian Federation	ADIRI	IR 913842	IR 913842
Russian Federation	ADIRI NATURAL NURSER	IR 912112	IR 912112
South Africa	ADIRI	2006/31144	
South Korea	ADIRI	IR 913842	IR 913842
Switzerland	ADIRI	IR 913842	IR 913842
Taiwan	ADIRI (Traditional Chinese Transliteration)	097052783	
United States	ADIRI	78/924,400	
United States	ADIRI	78/980,496	3,518,525
United States	NATURAL NURSER	78/924,406	
United States	NATURAL NURSER	78/980,506	3,518,528
United States	I AM ADORED	78/924,417	
United States	ADIRI NATURAL NURSER	78/924,414	
United States	ADIRI NATURAL NURSER	78/980,507	3,518,529
United States	BREASTBOTTLE	75/660,698	2,451,718
WIPO (International Registration)	ADIRI	IR 913842	IR 913842
WIPO (International Registration)	ADIRI NATURAL NURSER	IR 912112	IR 912112