

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
P.O.P.S.I.C.L.E. Center, Inc.		09/27/2010	CORPORATION: ARIZONA
RECEIVING PARTY DATA			
Name:	Unilever Supply Chain, Inc.		
Street Address:	1 John Street		
City:	Clinton		
State/Country:	CONNECTICUT		
Postal Code:	06413		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77326953	P.O.P.S.I.C.L.E. CENTER	
CORRESPONDENCE DATA			
Fax Number:	(202)739-3001		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	202-739-5093		
Email:	fgordon@morganlewis.com		
Correspondent Name:	Kristin H. Altoff		
Address Line 1:	1111 Pennsylvania Avenue, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
NAME OF SUBMITTER:	Felicia D. Gordon		
Signature:	/Felicia D. Gordon/		
Date:	10/05/2010		
Total Attachments: 2 source=P O P S I C L E Center assignment document#page1.tif			

CH \$40.00 77326953

900173153

TRADEMARK
REEL: 004290 FRAME: 0050

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment") is entered into as of the date last signed below ("Effective Date"), by and between P.O.P.S.I.C.L.E. Center, Inc., a corporation organized and existing under the laws of Arizona and having its principal place of business at 8711 East Pinnacle Peak Road #290, Scottsdale, Arizona 85255 ("Assignor") and Unilever Supply Chain, Inc., a corporation organized and existing under the laws of Delaware, having a principal place of business at 1 John Street, Clinton, Connecticut 06413 ("Assignee"). Assignor and Assignee are collectively referred to throughout this Agreement as the "Parties."

WHEREAS, Assignor is the owner of all right, title, and interest in and to the trademark P.O.P.S.I.C.L.E. CENTER as used in connection with goods and services associated with promoting public awareness of the difficulties experienced by children and patients with feeding challenges and the resources available to the parents and professionals caring for those children and patients, including, but not limited to, the United States federal trademark application for P.O.P.S.I.C.L.E. CENTER (Serial No. 77/326,953) ("the Mark") and the goodwill developed through the use of the Mark;

WHEREAS, Assignee is desirous of acquiring all rights to the Mark and the application therefor and Assignor is desirous of assigning such rights to Assignee;

NOW, THEREFORE, in consideration of the mutual covenants and agreements contained herein and for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, the Parties hereby act and agree as follows:

1. Assignment. Assignor hereby sells, assigns, transfers and sets over to Assignee, all of Assignor's right, title, and interest in and to the Mark, including all common law rights in the Mark, the associated federal trademark application for the Mark, and the goodwill of the business associated with the Mark, including the right to sue for and receive all damages from past infringements of the Mark, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

2. Further Assurances. As and when requested in writing by Assignee, from time to time, sufficiently in advance, and at Assignee's cost and expense, Assignor shall execute and deliver or cause to be executed and delivered, such documents and instruments, and shall take or cause to be taken, such further actions as may be reasonably necessary to carry out the purposes of this Assignment.

3. Counterparts. This Assignment may be executed in one or more counterparts, each of which shall be deemed an original but all of which together will constitute one and the same instrument.

This Assignment is executed and delivered effective as of the last date set forth below.

Executed By:

P.O.P.S.I.C.L.E. CENTER, INC.

Received By:

UNILEVER SUPPLY CHAIN, INC.

Name: Chris Lin

Title: Executive Director

Date: 8/26/10

Name: K. Burchell

Title: Katrina Lesley Burchell
Duly Authorised

Date: 27-9-2010