

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Bravado Designs Inc.		03/31/2011	CORPORATION: ONTARIO

**RECEIVING PARTY DATA**

<b>Name:</b>	Medela Holding AG
<b>Street Address:</b>	1101 Corporate Drive
<b>Internal Address:</b>	c/o Medela, Inc.
<b>City:</b>	McHenry
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60050
<b>Entity Type:</b>	CORPORATION: SWITZERLAND

**PROPERTY NUMBERS Total: 5**

Property Type	Number	Word Mark
Registration Number:	2677135	BRAVADO! DESIGNS
Serial Number:	77182238	BRAVADO MOISTURE-WICK WASHABLE BREAST PADS
Serial Number:	77815230	BASICS BY BRAVADO! DESIGNS
Serial Number:	77294561	B BRAVADO! DESIGNS
Serial Number:	77294574	BRAS FIT FOR BREASTFEEDING

**CORRESPONDENCE DATA**

Fax Number: (312)558-5700  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 312 558-6352  
 Email: lkonrath@winston.com  
 Correspondent Name: Laura Konrath  
 Address Line 1: 35 W Wacker Drive  
 Address Line 2: Winston & Strawn LLP, Suite 2800  
 Address Line 4: Chicago, ILLINOIS 60601

**CH \$140.00 2677135**

ATTORNEY DOCKET NUMBER:	6321-43
NAME OF SUBMITTER:	Laura Konrath
Signature:	/Laura Konrath/
Date:	04/27/2011
Total Attachments: 7 source=MedelaAssignment#page1.tif source=MedelaAssignment#page2.tif source=MedelaAssignment#page3.tif source=MedelaAssignment#page4.tif source=MedelaAssignment#page5.tif source=MedelaAssignment#page6.tif source=MedelaAssignment#page7.tif	

## INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT (this "Assignment"), dated March 31, 2011 (the "Effective Date"), is made by and between Bravado Designs Inc., a corporation incorporated under the laws of Ontario ("Assignor") and Medela Holding AG, a corporation formed under the laws of Switzerland ("Assignee"). Capitalized terms used but not defined herein shall have the meanings assigned to them in the Purchase Agreement (as defined below).

### RECITALS

A. Assignor and Assignee have entered into that certain Purchase Agreement dated as of March 31, 2011, by and among Assignor, Assignee, Bravado Designs Ltd., a corporation incorporated under the laws of Ontario, Medela (UK) Ltd., a corporation organized under the laws of Great Britain, Driven Woman Holdings Ltd., a corporation incorporated under the laws of Ontario, Kathryn From, an individual residing in the Province of Ontario and Shery Leeder, an individual residing in the Province of Ontario (the "Purchase Agreement"), pursuant to which Assignor agreed to sell to Assignee the Bravado IP, and Assignee desires to acquire from Assignor the Bravado IP.

B. As contemplated by the Purchase Agreement, Assignor hereby agrees to assign, transfer, and convey to Assignee all right, title and interest in and to the Bravado IP.

NOW, THEREFORE, pursuant to the terms and conditions of this Assignment, and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the parties, Assignor and Assignee agree as follows:

1. Assignment. Assignor hereby irrevocably conveys, grants, sells, assigns, transfers, and delivers to Assignee all of Assignor's worldwide right, title and interest in and to the Bravado IP, including without limitation: (1) all right, title, and interest in and to the trademark(s) and/or trademark application(s) identified in Schedule A attached hereto and incorporated herein by reference; the goodwill of the business associated therewith and symbolized thereby and all rights appurtenant thereto, including, but not limited to, all common law rights, causes of action, all interests, claims and rights for damages, profits and other awards by reason of any past infringement, dilution, misappropriation or other violation thereof, and the right to sue therefor; (2) the domain names identified in Schedule A hereto; (3) any and all other inventions, ideas, patents, patent applications, trade secrets, know how, proprietary information, trademarks, service marks, trade names, trade dress, works of authorship (whether or not copyrightable) and all other Intellectual Property owned by Bravado and, directly or indirectly, used or useable in or related to the Business and the goodwill of the business associated therewith and symbolized thereby, to be held and enjoyed by Assignee, its successors, assigns or other legal representatives, together with all rights appurtenant thereto, including, but not limited to, all rights to reproduce, distribute, publicly display, publicly perform, adapt, prepare derivative works, make, have made, use, sell or otherwise make use of the Bravado IP (including all modifications, derivative works, improvements, editions, revisions, supplements to and versions thereof, regardless of nature or state of development) throughout the world in any form or medium and all common law rights, causes of action, interests, claims and rights for damages,

profits and other awards by reason of past, present or future infringement or unauthorized use, dilution, misappropriation, false designation of origin, unfair competition, deceptive trade practices, and all other causes of action related to the Bravado IP or other violation thereof, and the right to sue therefore and collect the same for its own use or for the use of its successors, assigns or other legal representatives. Assignee is to hold all right, title, and interest in and to the Bravado IP as fully and exclusively as it would have been held and enjoyed by Assignor had the foregoing assignment not been made. Assignor shall not contest Assignee's ownership of the Bravado IP, including in any claim, action, arbitration, suit, inquiry or proceeding.

2. Further Assurances. Assignor and Assignee shall perform all acts, including executing all documents or certificates and taking all actions as may reasonably be requested by the other party in order to carry out the intent and purposes of this Assignment, including without limitation, to cause the transfer of the domain names listed on Schedule A to Assignee with the applicable domain name registrar.

3. Power of Attorney. Assignor hereby constitutes and appoints Assignee and Assignee's successors and assigns, as Assignor's true and lawful attorney, with full power of substitution, in the name and stead of Assignor, but on behalf of and for the benefit of the Assignee, its successors and assigns, to demand and receive any and all of the Bravado IP set forth above, to execute any documents that Assignee, its successors and assigns deem necessary or advisable to record this Agreement with the United States Patent and Trademark Office, domain name registrars and elsewhere, and to give receipts and releases for and in respect of the same and any part thereof and from time to time to institute and prosecute in the name of Assignor or otherwise in the manner set forth and to the extent provided in this Assignment and for the benefit of Assignee, its successors and assigns any and all proceedings at law, in equity or otherwise, which Assignee, its successors or assigns may deem proper for the collection or reduction to possession of any of the Bravado IP or for the collection and enforcement of any claim or right of any kind hereby sold, transferred, assigned, set over and conveyed or intended so to be and to do all acts and things in relation to the Bravado IP that Assignee, its successors or assigns shall deem desirable, Assignor hereby declaring that the foregoing powers are coupled with an interest and are and shall be irrevocable by Assignor.

4. Miscellaneous. This Assignment (a) is executed pursuant to the Purchase Agreement and may be executed simultaneously in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument, (b) will be deemed to have been performed in the Province of Ontario and the courts of the Province of Ontario will have jurisdiction to entertain any action arising hereunder, and each party hereto attorns to the non-exclusive jurisdiction of the courts of the Province of Ontario, and (c) shall be binding upon and inure to the benefit of the parties hereto and their respective successors and permitted assigns.

*[Signatures Follow]*

IN WITNESS WHEREOF, the undersigned have executed this Assignment by its respective proper officer thereunto duly authorized, as of the date set forth in the preamble to this Assignment.

**ASSIGNOR:**

BRAVADO DESIGNS INC.

By: *Ruthyn From*

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Province of Ontario :

Personally appeared before me the above-named *Ruthyn From*, to me well known, who signed the foregoing INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT on behalf of Bravado Designs Inc. in my presence on the date thereof and acknowledged the same to be his/her voluntary act and deed.

*[Signature]*  
Notary Public

My commission to expire on N/A.

**ASSIGNEE:**

MEDELA HOLDING AG

By: *A. G. G. Pflüger*

Name: *Schreiber Erlinger*

Title: *CEO CFO*

[Signature Page to IP Assignment Agreement]

CHI:2512194.8

**Intellectual Property**

[Attached]

**SCHEDULE A**

CaseNr	Applicant	Trademark	SerialNr	RegNr	RegDate/ Filing	Country
T19002	BRAVADO DESIGNS INC.	DIVINE DUO DESIGN	1132986	TMA 635540	17-Mar-2005	Canada
T26607	BRAVADO DESIGNS INC.	B & DESIGN	1341938	TMA 745236	12-Aug-2009	Canada
T26707	BRAVADO DESIGNS INC.	BRAS FIT FOR BREASTFEEDING	1341939	TMA 781616	04-Nov-2010	Canada
T35707	BRAVADO DESIGNS INC.	BRAVADO MOISTURE-WICK WASHABLE BREAST PADS	1341968	TMA 780736	26-Oct-2010	Canada
T46409	BRAVADO DESIGNS INC.	BE BY BRAVADO! DESIGNS Design	1440514		Filing Date: 05-June-2009	Canada
T59201	BRAVADO DESIGNS INC.	BRAVADO! DESIGNS	1103380	TMA 612546	09-Jun-2004	Canada
T60901	BRAVADO DESIGNS INC.	BRAVADO! DESIGNS	742694	TMA 442130	21-Apr-1995	Canada
T63409	BRAVADO DESIGNS INC.	BASICS BY BRAVADO! DESIGNS	1447274		Filing Date: 06-Aug-2009	Canada
T211101	BRAVADO DESIGNS INC.	BRAVADO! DESIGNS	002470342	2470342	23-May-2003	Europe
T51309	BRAVADO DESIGNS INC.	BE BY BRAVADO! DESIGNS in Design	008387037			Europe
T75102	BRAVADO DESIGNS INC.	DIVINE DUO BY BRAVADO! DESIGNS	2807048	2807048	26-May-2004	Europe
T90807	BRAVADO DESIGNS INC.	B & Design	006327233	006327233	19-Aug-2008	Europe
T43698	BRAVADO DESIGNS INC.	BRAVADO! DESIGNS (CLASS 25)	2162402	2162402	27-Mar-1998	United Kingdom
T90907	BRAVADO DESIGNS INC.	B & Design	204403 and 204404	204403 and 204404	23-Apr-2009	Israel

CaseNr	Applicant	Trademark	SerialNr	RegNr	RegDate Filing	Country
T91007	BRAVADO DESIGNS INC.	B & Design	886316 and 886317	1025717 and 1021924	29-Jan-2008	Mexico
T224001	BRAVADO DESIGNS INC.	BRAVADO! DESIGNS	76/334921	2677135	21-Jan-2003	USA
T49507	BRAVADO DESIGNS INC.	BRAVADO MOISTURE-WICK WASHABLE BREAST PADS	77/182238			USA
T69209	BRAVADO DESIGNS INC.	BASICS BY BRAVADO! DESIGNS	77/815230			USA
T90707	BRAVADO DESIGNS INC.	B & Design	77/294561	3741521	26-Jan-2010	USA
T91507	BRAVADO DESIGNS INC.	BRAS FIT FOR BREASTFEEDING	77/294574			USA

Registered Domain Name	Expiry Date
@bravadodesigns (Twitter)	
bravadodesigns.com (Facebook)	
bravadodesigns.at	02-Nov-12
bravadodesigns.be	21-Nov-12
bravadodesigns.fr	14-Jan-12
bravadodesigns.nl	23-Oct-12
bravadodesigns.se	27-Oct-12
bravadodesigns.de	20-Oct-12
bravadodesigns.it	18-Dec-11
bravadodesigns.info	25-Jul-11
bravadodesigns.org	25-Jul-11
bravadodesigns.ca	22-Sep-12



bravadohelps.com	07-Nov-11
bebybravado.com	26-May-11
bebybravadodesigns.com	07-Jul-11
bravodobasics.com	26-May-11
basicsbybravado.com	14-Jul-11
basicsbybravadodesigns.com	14-Jul-11
bravodobreastfeedinginformationcouncil.com	07-Jul-11
bravodobreastfeedingcouncil.com	07-Jul-11
breastfeedinginformationcouncil.com	07-Jul-11
bravodobreastfeedinginformationnetwork.com	07-Jul-11
breastfeedinginformationnetwork.com	07-Jul-11
breastfeedingcouncil.com	07-Jul-11
bravodobreastfeedingnetwork.com	07-Jul-11
breastfeedingfamilies.com	07-Jul-11
breastfeedinginformation.org	14-Aug-11
bbicouncil.org	31-Aug-11
bbicouncil.com	31-Aug-11
bravadodesigns.com	04-Feb-15
bravadodesigns.hk	08-Aug-11
bravadodesigns.com.au	31-Jul-12