

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
Crown Crafts Infant Products, Inc.		06/30/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Hamco, Inc.		
Street Address:	916 S. Burnside Avenue		
City:	Gonzales		
State/Country:	LOUISIANA		
Postal Code:	70737		
Entity Type:	CORPORATION: LOUISIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3845637	NATURALLY FOR BABY	
CORRESPONDENCE DATA			
Fax Number:	(225)926-2685		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	225-927-9908		
Email:	wdk@RoyKiesel.com		
Correspondent Name:	William David Kiesel		
Address Line 1:	9100 Bluebonnet Ctr. Blvd.		
Address Line 2:	Suite 100		
Address Line 4:	Baton Rouge, LOUISIANA 70809		
ATTORNEY DOCKET NUMBER:	10073.232		
NAME OF SUBMITTER:	William David Kiesel		
Signature:	/7173wdk/		
Date:	07/22/2011		
Total Attachments: 1 source=232Assignment#page1.tif			

OP \$40.00 3845637

ASSIGNMENT OF ALL TRADEMARK RIGHTS

Effective June 30, 2011, and in and for one (\$1.00) and other good and valuable consideration,

Crown Crafts Infant Products, Inc, a Delaware corporation, having its principal offices located at 711 W. Walnut Street, Compton, California 90220 (hereafter ASSIGNOR), and represented herein by its duly authorized agent, Vice President and CFO, Olivia Elliott.

does hereby assign, sell and otherwise transfer its entire right, title and interest in and to, including all good will associated therewith, the following identified US trademark registration:

U.S. Trademark Reg. 3,845,637, registered September 7, 2010 for the mark:
Naturally for Baby

for use to identify tote bags in class 18; burp cloths, bed blankets, crib bumpers, wash cloths, towels, bath mitts, fabric valances, bed linen, fabric diaper stackers, in class 42; and, baby bibs not of paper, one piece garment for infants and toddlers, 5-shirts, booties, and hats in class 25

as well as its entire right, title and interest in and to any trademark, including all good will associated therewith, that it may own, as well as any mark that is a colorable imitation or confusingly similar mark to the aforementioned trademark, including without limitations, any logos that contain as part of the logo the aforementioned trademark, to:

HAMCO, Inc., a Louisiana corporation, located at 916 S. Burnside Avenue, Gonzales, Louisiana 70737 (hereafter ASSIGNEE), and herein represented by its duly authorized agent and President, E. Randall Chestnut.

THUS, READ, AGREED AND SIGNED on the dates indicated herein below.

WITNESSES:

[Signature]
[Signature]
[Signature]
[Signature]

ASSIGNOR: Crown Crafts Infant Products, Inc.

By: [Signature]
Olivia Elliott
Title: Vice President, CFO
Dated: June 30, 2011

ASSIGNEE: HAMCO, Inc

By: [Signature]
E. Randall Chestnut
Title: President
Dated: June 30, 2011