

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
MEDELA, INC.		10/04/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	MEDELA HOLDING AG		
Street Address:	Lattichstrasse 4b		
City:	Baar		
State/Country:	SWITZERLAND		
Postal Code:	6340		
Entity Type:	COMPANY: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3104506	THERASHELLS	
CORRESPONDENCE DATA			
Fax Number:	(212)949-9190		
Phone:	(212) 949-9022		
Email:	VMTannenbaum@lawabel.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Victor M. Tannenbaum		
Address Line 1:	666 Third Avenue		
Address Line 2:	10th Floor		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:		8004428	
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

CH \$40.00 3104506

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**TRADEMARK
 REEL: 004637 FRAME: 0306**

Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Victor M. Tannenbaum

Signature:

/VMT/

Date:

10/06/2011

Total Attachments: 2

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UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, MEDELA, INC., a corporation organized and existing under the laws of the State of Delaware, United States of America, with an office at 1101 Corporate Drive, McHenry, State of Illinois 60050, United States of America (hereinafter called the ASSIGNOR) is the owner of and has adopted and used the following trademark registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Number</u>
THERASHELLS	3104506

AND WHEREAS, MEDELA HOLDING AG, a company organized and existing under the laws of Switzerland, with an office at Lattichstrasse 4b, Baar 6340, Switzerland (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademark and the registration thereof.

NOW, THEREFORE, in consideration of U.S. \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademark, trademark registration, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademark.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this day of October 4, 2011.

MEDELA, INC.



By: Ruedi Temperli
Title: Chief Financial Officer

UNITED STATES

REVOCATION
AND
NEW POWER OF ATTORNEY

Mark: THERASHELLS
Registration: 3104506
Serial No.:
Classes:
Owner: Medela Holding AG

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Abelman, Frayne & Schwab, whose postal address is 666 Third Avenue, New York, New York 10017-5621, U.S.A. is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

POWER OF ATTORNEY

Applicant hereby revokes all previous Powers of Attorney and hereby appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation

Lawrence E. Abelman
Jeffrey A. Schwab
Victor M. Tannenbaum
Peter J. Lynfield
Caridad Pinheiro Scordato
Julianne Abelman

Thomas E. Spath
Julie B. Seyler
Marie-Anne Mastrovito
Constance Golden
Frank Ferranella

members of the Bar of the State of New York, whose address is

ABELMAN, FRAYNE & SCHWAB
666 Third Avenue
New York, New York 10017-5621, U.S.A.

to transact business in the Patent and Trademark Office in connection with our trademarks, applications therefor, and registrations which have or will issue thereon.

By 
Philippe Ellinger Stefan Arnold
CFO Controller

Date October 5th, 2011