

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
Meiji Seika Pharma Co., Ltd.		04/01/2011	CORPORATION:
RECEIVING PARTY DATA			
Name:	Meiji Holdings Co., Ltd.		
Street Address:	4-16, Kyobashi 2-Chome		
Internal Address:	Chuo-ku		
City:	Tokyo		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3901468	MEIJI FRAN	
Registration Number:	3874541	MEIJI LUCKY STICK	
Registration Number:	1783554	MEIJI HELLO PANDA	
Registration Number:	3403390	MEIJI	
Registration Number:	868232	MEIJI	
Registration Number:	3450057	MEIJI GUMMY CHOCO	
CORRESPONDENCE DATA			
Fax Number:	(703)739-2815		
Email:	iprecordals@cpaglobal.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:	CPA Global		
Address Line 1:	Liberation House		
Address Line 2:	Castle Street		
Address Line 4:	St Helier, JERSEY JE1 1BL		

CH \$165.00 3901468

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Helen Birrell
Signature:	/H/BIRRELL/
Date:	12/13/2011

Total Attachments: 2

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USA

ASSIGNMENT

WHEREAS, Meiji Seika Pharma Co., Ltd. ("ASSIGNOR"), a Corporation organized under the laws of Japan , with a place of business at 4-16, Kyobashi 2-Chome, Chuo-ku, Tokyo, Japan , owns the trademarks ("Marks") and the United States trademark registrations ("Registrations") listed on the attached Schedule ; and

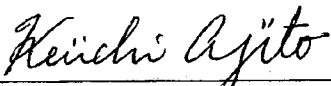
WHEREAS, Meiji Holdings Co., Ltd. ("ASSIGNEE"), a Corporation organized under the laws of Japan , with a place of business at 4-16, Kyobashi 2-Chome, Chuo-ku, Tokyo, Japan , desires to acquire all rights to the Marks, the Registrations, and the goodwill of the business symbolized by the Marks;

NOW, THEREFORE, in consideration of One Dollar and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has sold, assigned, transferred, and set over, and does, by this Assignment, sell, assign, transfer, and set over unto ASSIGNEE, all rights to the Marks and the Registrations, together with the goodwill of the business symbolized by the Marks, and all claims for damages and profits for past infringement with the right to sue for and collect the same for the use and benefit of ASSIGNEE, its successors, assigns, and legal representatives.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be executed by its duly authorized officer or representative, effective as the date written below.

Date: April 1, 2011

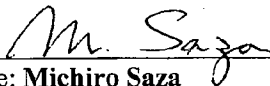
ASSIGNOR: Meiji Seika Pharma Co., Ltd.



Name: Keiichi Ajito, Ph.D.

Title: General Manager, Intellectual Property Dept.

ASSIGNEE: Meiji Holdings Co., Ltd.



Name: Michiro Saza

Title: Executive Officer, Corporate Development Dept.

Schedule

Country	Application Number	IP Registration Number	IP Name
U.S.A.	77/815,148		meiji
U.S.A.	77/793193		meiji FRAN
U.S.A.	77/793199		meiji LUCKY STICK
U.S.A.	179724	1783554	Meiji HELLO PANDA (Device)
U.S.A.	78/850381	3403390	Meiji (LOGO)
U.S.A.	266772	868232	MEIJI
U.S.A.	77/012771	3450057	Meiji GUMMY CHOCO