

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
	Gretchen Penny		12/30/2009
	Easy Expression Products, Inc.		12/30/2009
			Entity Type
			INDIVIDUAL: UNITED STATES
			CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	Medela Holding AG		
Street Address:	Lattichstrasse 4		
City:	Baar		
State/Country:	SWITZERLAND		
Postal Code:	6341		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3643080	EASY EXPRESSION
CORRESPONDENCE DATA			
Fax Number:	(312)913-0002		
Phone:	3129130001		
Email:	docketing@mbhb.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:	Michael H. Baniak/McDonnell Boehnen		
Address Line 1:	300 S. Wacker Drive		
Address Line 2:	Ste. 3100		
Address Line 4:	Chicago, ILLINOIS 60606-6709		
ATTORNEY DOCKET NUMBER:	TBD US REG 3643080		
DOMESTIC REPRESENTATIVE			
Name:			

CH \$40.00 3643080

Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	Michael H. Baniak
Signature:	/Michael H. Baniak/
Date:	12/30/2011
Total Attachments: 4 source=IP Assignment Agreement (Penny)#page1.tif source=IP Assignment Agreement (Penny)#page2.tif source=IP Assignment Agreement (Penny)#page3.tif source=IP Assignment Agreement (Penny)#page4.tif	

IP Assignment Agreement

WHEREAS, Gretchen Penny, a resident of Houston, TX (“Penny”), warrants herself to be, as of the effective date of the Agreement referenced below, the sole owner of the entire right, title and interest in and to U.S. Patent No. 6,004,186 (the “Patent”), and Easy Expression Products, Inc., having its principal place of business at 4010 Blue Bonnet Blvd., Ste 116, Houston, TX (“EE”, and EE and Penny collectively being referred to as “Assignors”) warrants itself to be, as of the effective date of the Agreement referenced below, the owner of the U.S. Trademark Registration No. 3,643,080 for the mark “EASY EXPRESSION” in connection with brassieres, bustiers, and halter tops, together with all common-law rights therein (the “Trademark”), and Assignors represent and warrant that they have the right to make this assignment, and further warrant that there are no outstanding prior assignments, licenses, or other encumbrances on the interests assigned; and

WHEREAS, Assignors have agreed to assign and transfer their entire right, title and interest in and to the Patent and the inventions or improvements disclosed therein, and the Trademark including all the goodwill appertaining therein, to Medela Holding AG, a corporation having its principal place of business at Lättichstrasse 4, 6341 Baar, Switzerland (“Assignee”), and have so assigned and transferred by that certain Asset Purchase Agreement dated December 31, 2009 (the “Agreement”).

NOW THEREFORE, in view of the premises herein and in consideration of the payment of in excess of One Dollar (\$1.00) and other good and valuable considerations in hand paid, the receipt and sufficiency of which are hereby acknowledged by Assignors, the undersigned do hereby confirm said assignment and transfer by this document, which has been executed for formal recording of said assignment and transfer, and that they have sold to and have and do hereby deliver unto Assignee, its successors and assigns, the entire right, title and interest in and to the Patent and the inventions or improvements of the undersigned disclosed in the Patent, and any and all other applications, both

United States and foreign, which the Assignors may have, either solely or jointly with others, on the subject matter of said invention or improvements, and in any and all Letters Patent of the United States and foreign countries, which may be obtained on any of said applications, and in any reissue, reexamination or extension of the Patent or such other patents, and further assigns to Assignee the priority right provided by the International Convention and any cause of action existing for infringement of the Patent or such other patents. Assignors further hereby confirm that they have sold to and have and do hereby deliver unto Assignee, its successors and assigns, the entire right, title and interest in and to the Trademark, including all of the goodwill associated with the Trademark, throughout the world, including any and all rights to apply for registration and recordation of the Trademark throughout the world and under any applicable conventions, and any cause of action existing for infringement of the Trademark.

The parties acknowledge that any rights or duties set forth herein which may not be explicitly set forth in the Agreement are to be construed as being in addition to those that may be set forth in the Agreement, and not in derogation of the Agreement, the latter controlling.

For said considerations the undersigned have agreed and do hereby agree, upon the reasonable request and at the sole expense of Assignee, its successors and assigns, to execute any and all divisional, continuation and substitute applications for said invention or improvements, and any necessary oath, affidavit or declaration relating thereto, and any application for the reissue, extension or renewal of the Patent any Letters Patent or the Trademark that may be granted upon said application and any and all applications and other documents for Letters Patent in foreign countries on said invention or improvements, or for the Trademark, that said Assignee, its successors or assigns may deem reasonably necessary or expedient, and for the said considerations the undersigned authorize Assignee to apply for patents for said invention or improvements or for the Trademark in its own name in such countries where such procedure is proper and further agree, upon the request of

Assignee, its successors and assigns, to reasonably cooperate to the best of the ability of the undersigned with Assignee, its successors and assigns, in any proceedings or transactions involving such applications for patents or trademark, including the preparation and execution of preliminary statements, giving and producing evidence, and performing any and all other acts necessary to obtain, maintain and enforce the Patent or Trademark, and any other such Letters Patent or trademarks, both United States and foreign, and vest all rights therein conveyed in the Assignee, its successors and assigns, whereby the Patent and Trademarks, and such other Letters Patent and trademarks, will be held and enjoyed by the Assignee, its successors and assigns, to the full end of the term for which such are or will be granted, as fully and entirely as the same would have been held and enjoyed by the undersigned if this Assignment had not been made. The parties hereto expressly agree that the term "cooperate to the best of the ability of the undersigned" shall not require the Assignor to expend personal funds or commit any significant personal time in the preparation and execution of preliminary statements, giving and producing evidence, and performing any and all other acts necessary to obtain, maintain and enforce the Patent or Trademark. If the Assignee requests Assignor's cooperation such that in Assignor's reasonable judgment will require Assignor to expend personal funds or commit significant personal time, Assignor will be promptly reimbursed for the use of her personal funds or compensated for her personal time at an hourly rate of \$62.50; provided that Assignor shall not incur any expenditure or series of related expenditures in excess of \$1,000 without the prior written direction of Assignee.

In witness whereof, Assignors have caused this Assignment to be executed, individually and by a duly authorized officer, on the date indicated below.

Easy Expression Products, Inc.

By: Gretchen M. Penny

Name: Gretchen M. Penny

Title: President

Dated: 12/30/2009

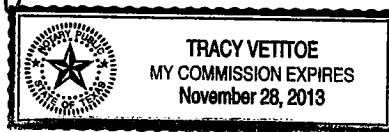
State of Texas)
County of Harris) ss

The foregoing instrument was acknowledged before me this 30th day of December, 2009 by Gretchen M. Penny.

Tracy Vettoe

Notary Public

My Commission expires: 11/28/2013



* * * * *

Gretchen M. Penny

Inventor

Gretchen Penny

Dated: 12/30/2009

State of Texas)
County of Harris) ss

The foregoing instrument was acknowledged before me this 30th day of December, 2009 by Gretchen M. Penny.

Tracy Vettoe

Notary Public

My commission expires:
11/28/2013

