

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT											
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT											
EFFECTIVE DATE:	07/20/2011											
CONVEYING PARTY DATA												
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>HealthQuest Limited</td> <td></td> <td>02/01/2012</td> <td>CORPORATION: UNITED KINGDOM</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	HealthQuest Limited		02/01/2012	CORPORATION: UNITED KINGDOM	
Name	Formerly	Execution Date	Entity Type									
HealthQuest Limited		02/01/2012	CORPORATION: UNITED KINGDOM									
RECEIVING PARTY DATA												
Name:	Lansinoh Laboratories, Inc.											
Street Address:	Jason House, Kerry Hill											
Internal Address:	Suite 11, West Wing											
City:	Horsforth, Leeds											
State/Country:	UNITED KINGDOM											
Postal Code:	LS18 4JR											
Entity Type:	CORPORATION: DELAWARE											
PROPERTY NUMBERS Total: 2												
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>2241868</td> <td>EARTH FRIENDLY BABY</td> </tr> <tr> <td>Registration Number:</td> <td>2582710</td> <td>EARTH FRIENDLY BABY</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Registration Number:	2241868	EARTH FRIENDLY BABY	Registration Number:	2582710	EARTH FRIENDLY BABY
Property Type	Number	Word Mark										
Registration Number:	2241868	EARTH FRIENDLY BABY										
Registration Number:	2582710	EARTH FRIENDLY BABY										
CORRESPONDENCE DATA												
Fax Number:	(423)756-3447											
Phone:	423-756-2010											
Email:	atlip@bakerdonelson.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:	Micheline Kelly Johnson											
Address Line 1:	633 Chestnut Street											
Address Line 2:	1800 Republic Centre											
Address Line 4:	Chattanooga, TENNESSEE 37450											
ATTORNEY DOCKET NUMBER:	2014904-000009											

OP \$65.00 2241868

DOMESTIC REPRESENTATIVE

Name: Micheline Kelly Johnson
Address Line 1: 633 Chestnut Street
Address Line 2: 1800 Republic Centre
Address Line 4: Chattanooga, TENNESSEE 37450

NAME OF SUBMITTER:	Lisa L Stoffregen
Signature:	/lisa l stoffregen/
Date:	02/07/2012

Total Attachments: 4
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NUNC PRO TUNC ASSIGNMENT

WHEREAS, HealthQuest Limited, Premier House, 112 Station Road, Edgware, HA8 7BL, United Kingdom (hereinafter "Assignor"), or its predecessors in interest, adopted and used the trademarks, designs and copyrights therein, and Internet domain names referenced in Exhibit A hereto, as well as any other patents, trademarks, service marks, logos, get-up, trade names, rights in designs, copyright (including rights in computer software), database rights, utility models, rights in know-how and other intellectual property rights, in each case whether registered or unregistered and including applications for registration, and all other rights or forms of protection having equivalent or similar effect anywhere in the world owned (whether legally or beneficially) or used by Assignor in, or in connection with, its business (hereinafter referred to as the "Intellectual Property"), and

WHEREAS, pursuant to that certain share purchase agreement dated on or about July 20, 2011 (the "Share Purchase Agreement"), by and between Assignor and Lansinoh Laboratories Inc., Suite 11, West Wing, Jason House, Kerry Hill, Horsforth, Leeds LS18 4JR (hereinafter "Assignee"), Assignor agreed to sell, assign and transfer certain of its assets to Assignee including the Intellectual Property, and


WHEREAS, it was intended that Assignee acquire all right, title and interest in and to said Intellectual Property as of July 20, 2011, which assignment Assignor is desirous of confirming and making of record, and

NOW, THEREFORE, in consideration of the foregoing premises and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor confirms that it intended and has sold, assigned, transferred and conveyed, and does hereby sell, assign, transfer and convey to Assignee, nunc pro tunc, as of July 20, 2011, all right, title, and interest in and to the Intellectual Property, including the above-identified registrations and any and all other registrations or applications therefor, and the right to recover damages for past acts of infringement of said Intellectual Property, together with all of Assignor's goodwill of the business symbolized by the Marks. Assignor consents to and requests recordation of this transfer and further authorizes and requests that all official documents and communications relating to said Intellectual Property or the registration(s) and/or application(s) therefor issue and deliver to Assignee, its attorneys, agents, successors or assigns.



IN WITNESS WHEREOF, Assignor has caused this document to be duly and legally executed as of this 1st day of February, 2012.

Executed and Delivered as a Deed By Ashwin Mehta, for and on behalf of HEALTHQUEST LIMITED;

Signature 
Name ASHWIN MEHTA
Address 2 HANDEL CLOSE
EDGWARE
MIDDLESEX HAY 702 UK
Occupation MANAGER

Executed and Delivered as a Deed by Ashwinkumar Harsukhlal Mehta as attorney (under a power of attorney dated 4 May 2011) for Ravin Kumar Harsukhlal Mehta:

Signature 

Executed and Delivered as a Deed by Ashwinkumar Harsukhlal Mehta as attorney (under a power of attorney dated 4 May 2011) for Kamal Kumar Harsukhlal Mehta:

Signature 

Executed and Delivered as a Deed by Ashwinkumar Harsukhlal Mehta as attorney (under a power of attorney dated 4 May 2011) for Nemish Kumar Harsukhlal Mehta:

Signature 

in the presence of:


W Signature of Witness 
I Name JIGNASHA MEHTA
T Address 2 HANDEL CLOSE
N EDGWARE
E MIDDLESEX HAY 702 UK
S
S Occupation TEACHER

EXHIBIT A

CLS 587493 v1
2014904-000014 12/12/2011

TRADEMARK
REEL: 004712 FRAME: 0297

MARK	REGISTRATION NO.	COUNTRY
Earth Friendly Baby	2,241,868	United States
Earth Friendly Baby	2,582,710	United States
Earth Friendly Baby	805,412	Australia
Earth Friendly Baby	3455170	China
Earth Friendly Baby	1,138,080	European Community
Earth Friendly Kids	2,460,462	United Kingdom
Organic Blue	2,264,329	United Kingdom
Pure Adore	2,460,463	United Kingdom

C.I.S. 587493 v1
2014904-000014 12/12/2011

RECORDED: 02/07/2012

TRADEMARK
REEL: 004712 FRAME: 0298