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
BioOriGyn, LLC		110/31/2012	LIMITED LIABILITY COMPANY: WASHINGTON

RECEIVING PARTY DATA

Name:	Lil' Drug Store Products, Inc.	
Street Address:	1201 Continental Place, NE, P.O. Box 1883	
City:	Cedar Rapids	
State/Country:	IOWA	
Postal Code:	52406	
Entity Type:	CORPORATION: IOWA	

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Serial Number:	85337356	JATO
Serial Number:	85251660	PRE-SEED SENSITIVE
Serial Number:	85404468	BECAUSE OVULATION WAITS FOR NO MAN
Registration Number:	2762605	ING FERTILITY
Registration Number:	2767785	ING FERTILITY NATURALLY ENHANCING REPRODUCTION
Registration Number:	2972756	PRE-SEED
Registration Number:	2861378	
Registration Number:	3484598	PRÉ
Registration Number:	3856239	SERIOUSLY FUN BABY-MAKING

CORRESPONDENCE DATA

Fax Number: 3193630101

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

via US Mail.

Phone: 319-363-0101

TRADEMARK REEL: 004892 FRAME: 0455

OP \$240.00 85337356

900237544

Email: bhart@bradleyriley.com

Correspondent Name: Bradley G. Hart, Bradley & Riley PC

Address Line 1: 2007 1st Avenue SE, PO Box 2804

Address Line 4: Cedar Rapids, IOWA 52406-2804

ATTORNEY DOCKET NUMBER:	LI0014929	
NAME OF SUBMITTER:	Bradley G. Hart	
Signature:	/Bradley G. Hart/	
Date:	11/01/2012	

Total Attachments: 5

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TRADEMARK REEL: 004892 FRAME: 0456

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment"), made effective as of October <u>3</u>/, 2012, transfers and assigns from BioOriGyn, LLC, a Washington limited liability company (the "Assignor"), to Lil' Drug Store Products, Inc., an Iowa corporation (the "Assignee"), for the United States, its territories and possessions, and worldwide, all of the Assignor's right, title, and interest in and to each of the trademarks, tradenames and service marks identified on Schedule A hereto (collectively, the "Marks").

WHEREAS, the Assignor has agreed to sell and Assignee has agreed to purchase certain assets of the Assignor pursuant to an Asset Purchase Agreement by and between the Assignor and the Assignee dated as of October 26, 2012 (the "Asset Purchase Agreement"); and

WHEREAS, Assignor has adopted, used, is using and is the owner of the Marks, and has agreed pursuant to the Asset Purchase Agreement to transfer and assign the Marks to the Assignee as provided herein.

NOW, THEREFORE, for good and valuable consideration received pursuant to the Asset Purchase Agreement, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby assign unto the Assignee, all of its right, title, and interest in the United States of America and worldwide in and to the Marks, free and clear of all liens and encumbrances, together with all of the goodwill associated with and symbolized by such Marks, the applications and registrations thereof and therefor, and any rights of the Assignor to sue any third parties for any past infringement of or to the Marks, for the use and benefit of Assignee and its successors, assigns or other legal representatives and to prosecute such applications and registrations in the United States Patent and Trademark Office and other foreign trademark offices.

After the execution of this Assignment, at the request of the Assignee and without additional consideration to the Assignor, the Assignor will execute and deliver to the Assignee from time to time such further instruments of conveyance, transfer, and assignment and other documents, and will take such other actions, as the Assignee may reasonably require to convey and deliver more effectively to the Assignee the Marks, to perfect the Assignee's title thereto, and otherwise to accomplish the orderly transfer to the Assignee of the Marks and to give full effect to this Assignment.

This Assignment is binding on the Assignor and its successors and assigns, and inures to the benefit of the Assignee and its successors and assigns.

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SIGNATURES FOLLOW

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TRADEMARK REEL: 004892 FRAME: 0457 IN WITNESS WHEREOF, intending to be legally bound hereby, the Assignor has duly executed this Trademark Assignment.

ASSIGNOR:

BioOriGyn, LLC

Dated: October 2° , 2012

Name: Dennis Clifton

Title: CEO

STATE OF WASHINGTON

SS.

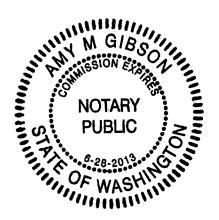
COUNTY OF SPOKANE

Subscribed and sworn to before me this <u>39</u> day of October, 2012.

W. W. JUYON ONotary Public

My commission expires:

6/28/13



Signature Page to Trademark Assignment

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RECORDED: 11/01/2012

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TRADEMARK REEL: 004892 FRAME: 0458