

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
Concepts in Health Inc.		12/06/2012	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Meda AB		
Street Address:	Pipers Vag 2A SE-170 73		
City:	Solna		
State/Country:	SWEDEN		
Entity Type:	COMPANY: SWEDEN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2944793	MIDNITE	
Serial Number:	85186977	NATURE GARDEN	
CORRESPONDENCE DATA			
Fax Number:	4045412905		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(404) 407-3607		
Email:	IPdocket@thompsonhine.com		
Correspondent Name:	Ashish D. Patel, Thompson Hine LLP		
Address Line 1:	Two Alliance Center		
Address Line 2:	3560 Lenox Road, Suite 1600		
Address Line 4:	Atlanta, GEORGIA 30326-4266		
DOMESTIC REPRESENTATIVE			
Name:	Ashish D. Patel, Thompson Hine LLP		
Address Line 1:	Two Alliance Center		
Address Line 2:	3560 Lenox Road Suite 1600		
Address Line 4:	Atlanta, GEORGIA 30326-4266		

OP \$65.00 2944793

TRADEMARK

NAME OF SUBMITTER:	Ashish D. Patel
Signature:	/Ashish Patel/
Date:	01/24/2013
Total Attachments: 5 source=Concepts in Heath to Meda AB#page1.tif source=Concepts in Heath to Meda AB#page2.tif source=Concepts in Heath to Meda AB#page3.tif source=Concepts in Heath to Meda AB#page4.tif source=Concepts in Heath to Meda AB#page5.tif	

TRADEMARK ASSIGNMENT AGREEMENT

This Assignment of Trademarks (this "Assignment") is entered into and made effective this 6th day of December, 2012, by and between Concepts in Health Inc., a New York Corporation, with offices at 11 Pine Glen Drive, Blauvelt, NY 10913, United States of America ("Assignor") and Meda AB, a Swedish public company, having a place of business at Pipers väg 2A SE-170 73 Solna Sweden ("Assignee").

WITNESSETH

WHEREAS, Assignor is the owner of the trademarks, service marks, trade dress, logos, brand names, corporate names, trade names and other source and business identifiers set forth on the attached Schedules A and B as well as all goodwill connected with the use of and symbolized by any of the foregoing or the business associated with any of the foregoing (collectively, the "Trademarks");

WHEREAS, Assignor, Assignee and Meda Consumer Healthcare Inc., a Delaware company ("Meda US"), are parties to the Asset Purchase Agreement dated as of December 6, 2012 (the "Asset Purchase Agreement"), which provides, among other things, for the transfer by Assignor to Assignee and Meda US of certain "Purchased Assets" (as such term is defined in the Asset Purchase Agreement) on the terms and conditions set forth in the Asset Purchase Agreement; and

WHEREAS, Assignee desires to acquire from Assignor, and Assignor desires to transfer to Assignee, all worldwide right, title and interest in and to the Assigned Trademarks Rights and other rights as set forth herein.

NOW, THEREFORE, in consideration of the mutual promises and covenants and agreements contained herein and in the Asset Purchase Agreement, and for good and valuable consideration contained herein and in the Asset Purchase Agreement, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignor hereby irrevocably assigns, transfers, conveys and delivers to Assignee, and Assignee hereby accepts, all worldwide right, title and interest in and to the Trademarks as well as all rights and priorities afforded under the trademark, copyright, or other intellectual property laws of the United States, or of any other country or jurisdiction, the Paris Convention for the Protection of Industrial Property, the Madrid Arrangement, the Madrid Protocol or any other international agreement, treaty, law or convention, or the domestic laws of any country in which any rights in any such Trademarks may exist (collectively, the "Assigned Trademark Rights"); this Assignment being under covenant not only that full power to make the same is had by the Assignor, but also that such Assigned Trademark Rights are not encumbered by any grant, license, or other right heretofore given.

2. Assignor hereby irrevocably, assigns, transfers, conveys and delivers to Assignee, and Assignee hereby accepts, all rights to sue or to bring any action or to assert any claim, whether at law or in equity, against any person or entity relating to any of the Assigned Trademark Rights, including without limitation for past, present or future infringement, misappropriation, dilution or other unauthorized use of any of the Assigned Trademark Rights, to

obtain injunctive relief, and to recover or collect royalties, damages, and profits, including without limitation for such past, present or future infringement, misappropriation, dilution or other unauthorized use of any of the Assigned Trademark Rights.

3. Assignor hereby agrees to prepare, execute and deliver, and to cause to be prepared, executed and delivered, to Assignee, such deeds, bills of sale, instruments of assumption, assignments, instruments of recordation and other instruments, and take such other actions, in addition to those required by this Assignment, as Assignee may reasonably request, in order to effect the intent and purposes of this Assignment (including without limitation, the registration, implementation and recordation of the transactions contemplated by this Assignment and the prosecution, maintenance, renewal and registration of any Trademarks) and particularly to execute and deliver to Assignee all lawful documents including petitions, specifications, oaths, assignments, disclaimers, and lawful affidavits in form and in substance which may be requested by Assignee.

4. Assignor hereby irrevocably designates and appoints Assignee and its duly authorized officers and agents as its agents and attorneys in fact, coupled with an interest, to act for and in its behalf and stead, to execute and file any such documents and to do all other lawfully permitted acts to register (in respect of any Trademarks), evidence or perfect Assignee's rights under this Assignment.

5. To the extent that any trademark registration or application relating to any of the Trademarks cannot be transferred to Assignee, upon Assignee's request, Assignor shall cancel any such registration or withdraw any such application or take such other action as the Assignee may direct.

6. This Assignment and all claims arising out of or relating to it shall be governed by, and construed in accordance with, the laws of the State of New York applicable to contracts executed in and to be performed entirely within such State. Each of the parties to this Assignment hereby irrevocably and unconditionally submits, for itself and its assets and properties, to the exclusive jurisdiction of any New York State court in New York County, or Federal court of the United States of America, sitting within New York County in the State of New York, and any appellate court from any thereof, in any action or proceeding arising out of or relating to this Assignment.

7. Modifications and amendments to this Assignment, including any schedule, exhibit or appendix hereto, shall be enforceable only if they are in writing and are signed by authorized representatives of the parties. If any provision of this Assignment is declared void or unenforceable by a court of competent jurisdiction, such provision shall be modified to be enforceable in a manner that reflects the intent of the parties as set forth herein, and the other provisions of this Assignment shall remain in full force and effect. Nothing contained herein will be construed as creating any agency, partnership, joint venture or other form of joint enterprise between the parties. This Assignment may be executed in identical counterparts. This Assignment, including the rights and obligations hereunder, are freely assignable by Assignee in whole or in part. This Assignment will inure to the benefit of Assignee, its successors, assigns and other legal representatives, and shall be binding upon Assignor, its successor, assigns and other legal representatives.

IN WITNESS WHEREOF, the parties hereto have executed this instrument
this 6th day of December, 2012.

CONCEPTS IN HEALTH, INC.

BY: *Holly A. Rosenthal*
Name: Holly A. Rosenthal
Title: President

State of New York
County of New York

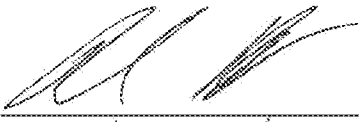
On this, the 6th day of December, 2012, personally appeared before me,
Holly A. Rosenthal, to me known to be the person named in and who executed the
above instrument, and acknowledged to me that he executed the same for the uses and the
purposes therein mentioned.

Patricia Bennett
Notary Public

SEAL

PATRICIA BENNETT
Notary Public, State of New York
No. 01BE6202723
Qualified in Richmond County
Commission Expires March 23, 2013

MEDA AB

BY: 

Name: ANDERS HARNHOLM

Title: VICE PRESIDENT CORPORATE

DEVELOPMENT

Trademark Assignment

TRADEMARK
REEL: 004948 FRAME: 0741

SCHEDULE A

MARK	SERIAL NO.	REGISTRATION NO.	COUNTRY
MIDNITE	78/145,552	2,944,793	U.S.
NATURE GARDEN	85/186,977	n/a	U.S.
MIDNITE	1,381,780	TMA789,863	Canada