

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Honorbar, Inc.		06/17/2013	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

<b>Name:</b>	The Honest Company
<b>Street Address:</b>	2700 Pennsylvania Avenue
<b>Internal Address:</b>	Suite 1200
<b>City:</b>	Santa Monica
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90404
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 4**

Property Type	Number	Word Mark
Serial Number:	85658505	HONEST BEAUTY
Serial Number:	85770782	HONEST LIFE
Serial Number:	85658559	HONEST BEAUTY
Serial Number:	85658529	HONEST BEAUTY

**CORRESPONDENCE DATA**

Fax Number: 3108266991  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 310.826.7474  
 Email: ilee@raklaw.com  
 Correspondent Name: Irene Y. Lee  
 Address Line 1: 12424 Wilshire Boulevard, 12th Floor  
 Address Line 4: Los Angeles, CALIFORNIA 90025

<b>ATTORNEY DOCKET NUMBER:</b>	3381-003 TM ASSIGNMENT
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OP \$115.00 85658505

NAME OF SUBMITTER:	Irene Y. Lee
Signature:	/Irene Y. Lee/
Date:	06/17/2013
<b>Total Attachments: 4</b> source=3381-003 Trademark Assignment#page1.tif source=3381-003 Trademark Assignment#page2.tif source=3381-003 Trademark Assignment#page3.tif source=3381-003 Trademark Assignment#page4.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, Honorbar, Inc., a California corporation, having a place of business in Beverly Hills, California ("ASSIGNOR") is the owner of record and of the entire right, title and interest in and to the trademarks listed in Schedule "A" attached hereto (hereinafter "Marks"), their respective applications, registrations and the goodwill appertaining thereto;

WHEREAS, The Honest Company, a Delaware corporation, having a place of business in Santa Monica, California ("ASSIGNEE") desires to acquire ASSIGNOR's entire right, title and interest in and to the Marks, any registrations therefor, together with the goodwill of the business connected with the use of and symbolized by the Marks.

NOW, THEREFORE, for good and valuable consideration, including payment of \$2,592.37 to ASSIGNOR, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE, ASSIGNOR's entire right, title, and interest in and to the Marks and the registrations therefor, together with: (1) the goodwill of the business appertaining thereto; (2) all income, royalties, and damages due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks. ASSIGNOR hereby authorizes the Commissioner of Patents and Trademarks to record the registration of the Marks as the property of ASSIGNEE and to issue all future registrations for the Marks to ASSIGNEE.

ASSIGNOR hereby agrees to execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks

*[SIGNATURE PAGE FOLLOWS]*

IN WITNESS WHEREOF, ASSIGNOR has executed this Trademark Assignment on this 17 day of June, 2013.

ASSIGNOR: Honorbar, Inc.

Name:

Title:

Jessica M. Warren  
Jessica M. Warren

STATE OF CALIFORNIA ) ss.  
COUNTY OF LOS ANGELES)

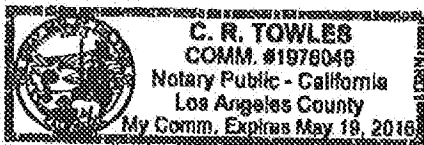
On June 17, 2013 before me, C.R. Towles, Notary Public personally appeared JESSICA M. WARREN who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that ~~he/she/they~~ executed the same in ~~his/her/their~~ authorized capacity(ies), and that by ~~his/her/their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.


WITNESS my hand and official seal.

[Seal]

C.R. Towles  
Signature of Notary Public



ASSIGNEE: The Honest Company

  
Name: David L. Parker  
Title: CFO

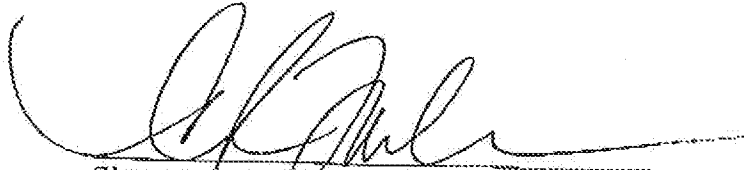
STATE OF CALIFORNIA ) ss.  
COUNTY OF LOS ANGELES)

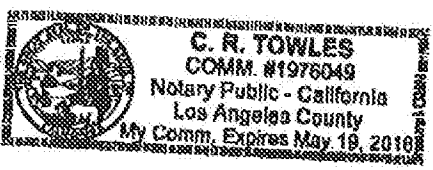
On June 17, 2013 before me, C.R. Towles, Notary Public personally appeared DAVID L. PARKER who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/~~she~~/they executed the same in his/~~her~~/~~their~~ authorized capacity(ies), and that by his/~~her~~/~~their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[Seal]

  
Signature of Notary Public



Schedule A

Mark	Country	Reg. No.	Class(es)	Serial No.	Filed	Class(es)
HONEST BEAUTY	US			85658505	June 21, 2012	IC 003. Aromatic room sprays; Cosmetic creams for skin care; Cosmetic sunscreen preparations, sunscreen creams and sunscreen sprays; Cosmetics; Personal deodorants and antiperspirants; Body care preparations, namely, bar soap, body butters, body sprays, body wash, body and bath oils, body creams, eye creams and gels, facial cleaners, body scrubs and body gels, facial creams, liquid soaps, non-medicated lip balms, body lotion, hair shampoos, hair conditioners, and perfumes and fragrances; Hair care preparations; Make-up kits comprised of cosmetics; Nail care preparations; Perfumery, colognes and perfumes; Pet shampoo and conditioner; and Shaving preparations
HONEST BEAUTY	US			85658529	June 21, 2012	IC 005. Medicated hair care preparations; Medicated lip balm; Medicated shaving preparations; Medicated skin care preparations
HONEST BEAUTY	US			85658559	June 21, 2012	IC 008. Electric irons for styling hair; Electric razors and electric hair clippers; Hair cutting scissors
HONEST LIFE	US			85770782	Nov. 2, 2012	IC 016. Series of non-fiction books in the field of non-toxic and healthy living