

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM353158

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Cosmedicine, LLC		08/26/2015	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Honest Company, Inc.		
<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		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86371292	HONEST FACE	
<b>Registration Number:</b>	3231281	HONEST FACE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3108266991		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	310.826.7474		
<b>Email:</b>	ilee@raklaw.com		
<b>Correspondent Name:</b>	Irene Y. Lee		
<b>Address Line 1:</b>	12424 Wilshire Boulevard, 12th Floor		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90025		
<b>ATTORNEY DOCKET NUMBER:</b>	3381-12 HONEST FACE		
<b>NAME OF SUBMITTER:</b>	Irene Y. Lee		
<b>SIGNATURE:</b>	/Irene Y. Lee/		
<b>DATE SIGNED:</b>	08/29/2015		
<b>Total Attachments: 4</b>			
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## TRADEMARK ASSIGNMENT

WHEREAS, Cosmedicine, LLC, a Delaware limited liability company having a place of business at 15301 Ventura Boulevard, Suite 400, Los Angeles, California ("Assignor") is the sole and exclusive owner of the entire right, title and interest in and to the trademarks and trade names described in Schedule "A" and the goodwill associated therewith (hereinafter the "Marks") and the trademark applications and registrations listed in Schedule "A";

WHEREAS, The Honest Company, Inc., a Delaware corporation having a place of business at 2700 Pennsylvania Avenue, Suite 1200, Santa Monica, California 90404 ("Assignee") desires to acquire Assignor's entire right, title and interest in and to the Marks and the corresponding applications and registrations, together with the goodwill associated therewith;

NOW, THEREFORE, for and in consideration of the agreements and obligations set forth herein and for other good and valuable consideration set forth in a certain confidential agreement dated August 26, 2015 between Assignor and Assignee, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, fully and forever, Assignor's entire right, title and interest, whether statutory or at common law, in and to the Marks, together with: (1) the goodwill associated with the Marks; (2) all corresponding applications and registrations; (3) all income, royalties, damages and any other monetary benefits due or payable to Assignor with respect to any of the Marks, including without limitation, damages and payments for any and all previously occurring infringements and misappropriations of the rights being assigned; and (4) any and all rights to sue for past, present and future infringements or misappropriations of the rights being assigned and retain the proceeds relating to such infringements or misappropriations.

Assignor agrees to execute any further papers as may be necessary and proper to vest full title in and to the Marks and other corresponding rights in the Assignee, including without limitation a request for the recordal of a change in ownership.

Assignor hereby consents to the recordation of this assignment in the territories listed in Schedule "A" and any other territories as appropriate.

The individuals signing this document on behalf of corporate entities represent and declare that they are authorized to execute this document on behalf of such corporate entities.

IN WITNESS WHEREOF, this Trademark Assignment is entered effective this 26th day of August 2015.

**ASSIGNOR:** Cosmedicine, LLC

**ASSIGNEE:** The Honest Company, Inc.

By: 

Name: Jaunique Spaly  
Title: President

By: 

Name: Craig Gatarz  
Title: Executive Vice President

ACKNOWLEDGMENT

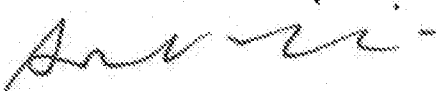
State of California

County of San Francisco

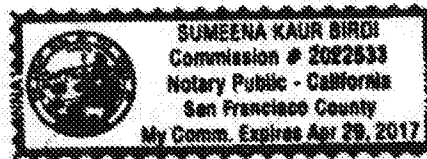
On August 26, 2015, before me, Sumeena Birdi, personally appeared Jaunique Sealey, Chief Executive Officer of Cosmedicine LLC, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and who acknowledged to me that she executed the same in her authorized capacity, and by her signature on the instrument the person, or entity upon behalf of which the person 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.



Sumeena Birdi



Schedule A

No.	Mark	Territory	App. No.	Filed	Reg. No.	Registered	Int'l Class
1.	HONEST FACE	U.S.	78/655,730	June 22, 2005	3,231,281	April 17, 2007	3
2.	HONEST FACE	U.S.	86/371,292	August 19, 2014			3
3.	HONEST FACE	Canada	1715846	Feb. 18, 2015			3
4.	HONEST FACE	WIPO application designating Australia, Bahrain, Benelux, China, Columbia, Germany, EU, France, India, Ireland, Israel, Italy, Japan, Korea, Morocco, Monaco, Mexico,	1263080	Feb. 18, 2015			3

No.	Mark	Territory	App. No.	Filed	Reg. No.	Registered	Int'l Class
5.	HONEST FACE	Norway, New Zealand, Philippines, Russia, Spain, Singapore, Sweden, Switzerland, Turkey, UK and Viet Nam	2015/08609	March 31, 2015			3