

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM354525

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kreffe, LLC dba Honest Goods Company		09/04/2015	LIMITED LIABILITY COMPANY: OREGON
RECEIVING PARTY DATA			
Name:	The Honest Company, Inc.		
Street Address:	2700 Pennsylvania Ave., Suite 1200		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86457712	HONEST GOODS	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	310.826.7474		
Email:	ilee@raklaw.com		
Correspondent Name:	Irene Y. Lee		
Address Line 1:	12424 Wilshire Blvd., Suite 1200		
Address Line 4:	Los Angeles, CALIFORNIA 90025		
NAME OF SUBMITTER:	Irene Y. Lee		
SIGNATURE:	/Irene Y. Lee/		
DATE SIGNED:	09/09/2015		
Total Attachments: 6			
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OP \$40.00 86457712

TRADEMARK AND DOMAIN NAME ASSIGNMENT AGREEMENT

WHEREAS, Kreffe, LLC dba Honest Goods Company, an Oregon limited liability company having a place of business in Portland, Oregon ("Kreffe") (hereinafter, "Assignor") are the sole and exclusive owner of the entire right, title and interest in and to the trademarks and trade names described in Schedule A, together with the goodwill appertaining thereto (hereinafter the "Marks"), the trademark applications and registrations listed in Schedule "A" and the domain names listed in Schedule B attached hereto (hereinafter the "Domain Names");

WHEREAS, The Honest Company, Inc., a Delaware corporation having a place of business in Santa Monica, California (hereinafter, "Assignee") desires to acquire Assignor's entire right, title and interest in and to the Domain Names and the Marks and the corresponding applications and registrations, together with the goodwill of the business connected with the use of and symbolized by the Marks;

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 September 3rd, 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 Domain Names and the Marks, together with: (1) the goodwill of the business symbolized by 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 the Domain Names and 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 Domain Names and the Marks and other corresponding rights in the Assignee.


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

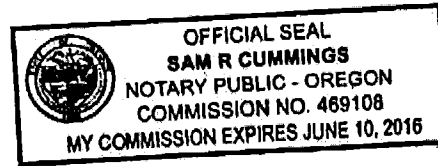
The individuals signing this document on behalf of corporate entities represent and declare that they are authorized to execute this document on behalf of such corporate entities.

IN WITNESS WHEREOF, this Trademark Assignment is entered effective this 4th day of September 2015.

ASSIGNOR:

Kreffe, LLC

By: 
Name: Jason Flippen
Title: Owner



ASSIGNEE:

The Honest Company, Inc.

By: 
Name: Craig Gatarz
Title: Executive Vice President

Notary




Acknowledgment in a Representative Capacity

State of OREGON

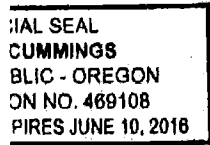
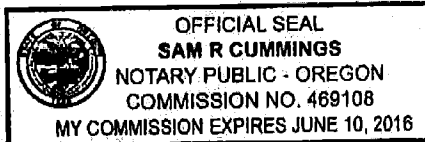
County of MULTNOMAH

This record was acknowledged before me on SEPTEMBER 4TH, 2015 by JASON C FLIPPEN

as OWNER of KREFFE, LLC.



Notary Public - State of Oregon



CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California)
County of Los Angeles)
On Sept. 8, 2015 before me, Renee Lee Vigo, Notary Public
Date Here Insert Name and Title of the Officer
personally appeared Craig Gatarz
Name(s) of Signer(s)

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.



Signature Renee Lee Vigo
Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document

Title or Type of Document: Trademark and Domain Name Assignment Agreement
Document Date: Sept. 4, 2015 Number of Pages: 4
Signer(s) Other Than Named Above: Jason Flippen

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____
 Corporate Officer — Title(s): _____
 Partner — Limited General
 Individual Attorney In Fact
 Trustee Guardian or Conservator
 Other: _____
Signer Is Representing: _____

Signer's Name: _____
 Corporate Officer — Title(s): _____
 Partner — Limited General
 Individual Attorney in Fact
 Trustee Guardian or Conservator
 Other: _____
Signer Is Representing: _____

Schedule A

Mark	Territory	Reg. No. Reg. Date	Serial No. Filed	Goods/Services
HONEST GOODS	US	N/A	86457712 Nov. 18, 2004	Online retail store services featuring garden supplies, office supplies, outdoor supplies, sporting goods, cocktail making supplies, products made of horn, knives, tools, key rings, flashlights, lighters, compasses, pens, flasks, bottle openers, money clips, combs, handmade canvas backpacks, handmade canvas handbags, wallets, first aid kits, pans, cutlery, trays, coffee making supplies, bottles and jugs made of glass or ceramics, boxes made of wood or metal, cast iron products, jars, ladders, lighting, handmade wood products, books in the fields of craftsmanship, design, travel, food, architecture (IC 35)

Schedule B

HonestGoodsCo.com