

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM357028

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ALT12 APPS, INC.		09/29/2015	CORPORATION: DELAWARE
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: 5			
Property Type	Number	Word Mark	
Registration Number:	4463346	KIDFOLIO	
Registration Number:	4141387	BABYBUMP	
Registration Number:	4049335	BABYBUMP	
Registration Number:	4141326	PINK PAD	
Registration Number:	4049024	PINK PAD	
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:	10/01/2015		
Total Attachments: 8			
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TRADEMARK AND DOMAIN NAME ASSIGNMENT

WHEREAS, ALT12 APPS, INC., a Delaware corporation having a place of business in San Francisco, California (hereinafter, "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," together with the goodwill appertaining thereto (hereinafter the "Marks"), the trademark 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 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, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors, assigns and legal representatives, 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 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, its successors, assigns and legal representatives.

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 21 day of September 2015.

ASSIGNOR:

ASSIGNEE:

ALT12 APPS, INC.

THE HONEST COMPANY, INC.

By: [Signature]
Name: Craig Gattarzi
Title: Secretary
Date: September 21, 2015

By: [Signature]
Name: Craig Gattarzi
Title: VP and General Counsel
Date: September 21, 2015

Notary

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)

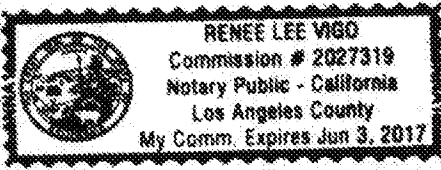
On Sept. 29, 2016 before me, Renee Lee Vigo, Notary Public
Date Here Insert Name and Title of the Officer

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

Document Date: Sept 29, 2015 Number of Pages: 7

Signer(s) Other Than Named Above: Craig Gatarz for The Honest Company

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: _____

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

SCHEDULE A

NO.	MARK	TERRITORY	APP. NO. APP. DATE	REG. NO. REG. DATE	GOODS/SERVICES
1	BABYBUMP	European Union	10310217 4-Oct-2011	10310217 30-Apr-2012	<p>42 - Hosting a website and providing software as a service for entering, storing, tracking, receiving and sharing information related to pregnancy; hosting a website and providing software as a service for creating and syncing calendars related to pregnancy; hosting a website and providing software as a service for obtaining health information and providing software as a service for finding and choosing baby names; hosting a website and providing software as a service for sharing photos and slideshows; Computer services, namely, creating an on-line community for users to enter, store, track, receive and share information related to pregnancy, to engage in social networking, exchange messages, participate in discussions, get feedback from their peers, form virtual communities, and publish and share their own content and images.</p> <p>35 - Advertising, marketing and promotion of websites, goods and services of others.</p>
2	KIDFOLIO	European Union	10977957 20-Jun-2012	10977957 29-Nov-2012	<p>42 - Hosting a web site that gives computer users the ability to upload, exchange and share photos, videos and video logs; Providing temporary use of on-line non-downloadable software and applications for entering, storing, and tracking information; computer services, namely, creating an on-line community for users to enter, store and track information related to parenting, to engage in social networking, exchange messages, participate in discussions, get feedback, form virtual communities, and publish and share user generated content; Peer-to-browser photo sharing services, namely, hosting a website featuring technology enabling users to upload, view, and download digital photos; Hosting a web site featuring temporary use of non-downloadable software allowing web site users to upload on-line videos for sharing with others for entertainment purposes; hosting a website and software as a service for creating and syncing calendars</p>

TRADEMARK

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SCHEDULE A

NO.	MARK	TERRITORY	APP. NO. APP. DATE	REG. NO. REG. DATE	GOODS/SERVICES
					related to parenting and family; computer software development in the field of mobile applications. 45 - On-line social networking services.
3	PINK PAD	European Union	10310209 4-Oct-2011	10310209 25-Apr-2012	42 - Hosting a website and providing software as a service for entering, storing, and tracking information related to women's reproductive health and planning; hosting a website and providing software as a service for creating and syncing calendars related to women's reproductive health and planning; hosting a website and providing software as a service for obtaining health information related to women's reproductive health and planning; computer services, namely, creating an on-line community for users to enter, store and track information related to women's reproductive health and planning, to engage in social networking, exchange messages, participate in discussions, get feedback from their peers, form virtual communities, and publish and share their own content 35 - Advertising, marketing and promotion of websites, goods and services of others. 42 - Providing a web site that gives computer users the ability to upload, exchange and share photos, videos and video logs; Providing temporary use of on-line non-downloadable software and applications for entering, storing, and tracking information; computer services, namely, creating an on-line community for users to enter, store and track information related to parenting, to engage in social networking, exchange messages, participate in discussions, get feedback, form virtual communities, and publish and share user generated content; Peer-to-browser photo sharing services, namely, providing a website featuring technology enabling users to upload, view, and download digital photos; Providing a web site featuring temporary use of non-downloadable software allowing web site users to upload on-line
4	KIDFOLIO	U.S.	85578562 23-Mar-2012	4463346 7-Jan-2014	

TRADEMARK

SCHEDULE A

NO.	MARK	TERRITORY	APP. NO. APP. DATE	REG. NO. REG. DATE	GOODS/SERVICES
					<p>videos for sharing with others for entertainment purposes; providing a website and software as a service for creating and syncing calendars related to parenting and family; computer software development in the field of mobile applications.</p>
5	BABYBUMP	U.S.	85301679 21-Apr-2011	4141387 15-May-2012	<p>45 - On-line social networking services.</p> <p>42 - Providing software as a service for entering, storing, and tracking information related to pregnancy; providing software as a service for creating and syncing calendars related to pregnancy; providing software as a service for obtaining health information related to pregnancy; providing software as a service for finding and choosing baby names; providing software as a service for sharing photos and slideshows; computer services, namely, creating an on-line community for users to enter, store and track information related to pregnancy, to engage in social networking, exchange messages, participate in discussions, get feedback from their peers, form virtual communities, and publish and share their own content; computer services, namely, hosting on-line interactive calendars on a website that allow multiple participants to share schedules related to pregnancy.</p>
6	BABYBUMP	U.S.	85301671 21-Apr-2011	4049335 1-Nov-2011	<p>45 - On-line social networking services.</p>

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SCHEDULE A

NO.	MARK	TERRITORY	APP. NO. APP. DATE	REG. NO. REG. DATE	GOODS/SERVICES
7	PINK PAD	U.S.	85288205 6-Apr-2011	4141326 15-May-2012	42 - Providing software as a service for entering, storing, and tracking information related to women's reproductive health and planning; providing software as a service for creating and syncing calendars related to women's reproductive health and planning; Providing software as a service for obtaining health information related to women's reproductive health and planning; computer services, namely, creating an on-line community for users to enter, store and track information related to women's reproductive health and planning, to engage in social networking, exchange messages, participate in discussions, get feedback from their peers, form virtual communities, and publish and share their own content; computer services, namely, hosting on-line interactive calendars on a website that allow multiple participants to share schedules related to women's reproductive health and planning.
8	PINK PAD	U.S.	85288219 6-Apr-2011	4049024 1-Nov-2011	45 - On-line social networking services.

SCHEDULE B

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