

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM366542

| | | | |
|---|--|-----------------------|---------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Nadia Smith | | 10/23/2015 | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | The Honest Company, Inc. | | |
| Street Address: | 2700 Pennsylvania Avenue, Suite No. 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: | 86388835 | HONEST MAKEUP | |
| 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: | 3108267474 | | |
| Email: | ilee@raklaw.com | | |
| Correspondent Name: | Irene Y. Lee | | |
| Address Line 1: | 12424 Wilshire Blvd., Suite 1200 | | |
| Address Line 4: | Los Angeles, CALIFORNIA 90025 | | |
| ATTORNEY DOCKET NUMBER: | 3381-US1 | | |
| NAME OF SUBMITTER: | Irene Y. Lee | | |
| SIGNATURE: | /Irene Y. Lee/ | | |
| DATE SIGNED: | 12/19/2015 | | |
| Total Attachments: 6 | | | |
| source=151023 Fully Executed - Trademark and Domain Name Assignment copy#page1.tif | | | |
| source=151023 Fully Executed - Trademark and Domain Name Assignment copy#page2.tif | | | |
| source=151023 Fully Executed - Trademark and Domain Name Assignment copy#page3.tif | | | |
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| source=151023 Fully Executed - Trademark and Domain Name Assignment copy#page5.tif | | | |

OP \$40.00 86388835

TRADEMARK AND DOMAIN NAME ASSIGNMENT

WHEREAS, Nadia Smith, an individual having a place of business in Dana Point, California, and Envyderm Cosmetics Company, a California corporation having a place of business in Dana Point, California, (hereinafter collectively, "Assignor") are the sole and exclusive owners 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 October 23, 2015 between Assignor and Assignee, 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 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, 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 23 day of October 2015.

ASSIGNOR:

Nadia Smith

Envyderm Cosmetics Company

By: *[Signature]*

By: *[Signature]*
Title: CEO
Name: NADIA Smith

Notary

Notary

ASSIGNEE:

The Honest Company, Inc.

By: _____
Name: Craig Gatarz
Title: Executive Vice President

NOTARY CERTIFICATE
ATTACHED

[Signature]
10/23/15

California All-Purpose Certificate of Acknowledgment

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 Orange

S.S.

On 10/23/15 before me, Cristine DiAngelo

Name of Notary Public, Title

personally appeared Nadia Smith

Name of Signer (1)

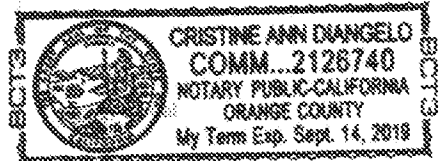
Name of Signer (2)

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]
Signature of Notary Public



OPTIONAL INFORMATION

Although the information in this section is not required by law, it could prevent fraudulent removal and reattachment of this acknowledgment to an unauthorized document and may prove useful to persons relying on the attached document.

Description of Attached Document

The preceding Certificate of Acknowledgment is attached to a document titled/for the purpose of Trademark

containing 4 pages, and dated 10/23/15

The signer(s) capacity or authority is/are as:

- Individual(s)
- Attorney-in-fact
- Corporate Officer(s) _____ Title(s)
- Guardian/Conservator
- Partner - Limited/General
- Trustee(s)
- Other: _____

representing: _____
Name of the Person(s) Entitled to Sign or Represent

Additional Information

Method of Signer Identification

Proved to me on the basis of satisfactory evidence:

form(s) of identification credible witness(es)

Notarial event is detailed in notary journal on:

Page # _____ Entry # _____

Notary contact: _____

Other

Additional Signer Signer(s) Thumbprints(s)

IN WITNESS WHEREOF, this Trademark Assignment is entered effective this ___ day of October 2015.

ASSIGNOR:

Nadia Smith

Envyderm Cosmetics Company

By: _____

By: _____

Title: _____

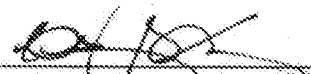
Name: _____

Notary

Notary

ASSIGNEE:

The Honest Company, Inc.

By:  _____

Name: Craig Gafarz

Title: Executive Vice President

CG

Schedule A

| Mark | Territory | Reg. No. Reg. Date | Serial No. Filed | Goods |
|--------------------|-----------------|-----------------------|------------------------------------|------------------|
| HONEST MAKEUP | US | N/A | 86/388,835 September 8, 2014 | Cosmetics (IC 3) |
| HONEST SKINCARE | US | N/A | 86/652,531 June 5, 2015 | Cosmetics (IC 3) |
| HONEST MAKEUP | Canada | N/A | N/A | Cosmetics (IC 3) |
| HONEST SKINCARE | Canada | N/A | N/A | Cosmetics (IC 3) |
| HONEST MAKEUP | Chile | N/A | N/A | Cosmetics (IC 3) |
| HONEST SKINCARE | Chile | N/A | N/A | Cosmetics (IC 3) |
| HONEST MAKEUP | Kuwait | N/A | N/A | Cosmetics (IC 3) |
| HONEST SKINCARE | Kuwait | N/A | N/A | Cosmetics (IC 3) |
| HONEST MAKEUP | Oman | N/A | N/A | Cosmetics (IC 3) |
| HONEST SKINCARE | Oman | N/A | N/A | Cosmetics (IC 3) |
| HONEST MAKEUP | Saudi Arabia | N/A | N/A | Cosmetics (IC 3) |
| HONEST SKINCARE | Saudi Arabia | N/A | N/A | Cosmetics (IC 3) |

Schedule B

Honestmakeup.net
Honestmakeup.info
Honestcosmetics.us
Honestcosmetic.com