

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM368630

<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>
PBM Nutritionals, LLC		01/08/2016	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PBM Products, LLC		
<b>Street Address:</b>	652 Peter Jefferson Parkway, Suite 300		
<b>City:</b>	Charlottesville		
<b>State/Country:</b>	VIRGINIA		
<b>Postal Code:</b>	22911		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86597304	BRIGHT BEGINNINGS	
<b>Serial Number:</b>	86659267	BRIGHT BEGINNINGS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7036848206		
<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>	7036846885		
<b>Email:</b>	tbreiner@bbpatlaw.com		
<b>Correspondent Name:</b>	Theodore A. Breiner		
<b>Address Line 1:</b>	115 North Henry Street		
<b>Address Line 4:</b>	Alexandria, VIRGINIA 22314		
<b>ATTORNEY DOCKET NUMBER:</b>	8368/TM & 8378/TM		
<b>NAME OF SUBMITTER:</b>	THEODORE A. BREINER		
<b>SIGNATURE:</b>	/Theodore A. Breiner/		
<b>DATE SIGNED:</b>	01/11/2016		
<b>Total Attachments: 1</b>			
source=Assignment-Signed#page1.tif			

OP \$65.00 86597304

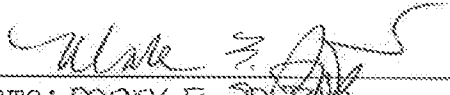
A S S I G N M E N T

WHEREAS, PBM NUTRITIONALS, LLC, 652 Peter Jefferson Parkway, Suite 300, Charlottesville, Virginia 22911, a Delaware limited liability company, has adopted, used, and is using the trademark BRIGHT BEGINNINGS, applied for in the United States Patent and Trademark Office under Application Serial Nos. 86/597,304 and 86/659,267 ("the Applications"); and

WHEREAS, PBM PRODUCTS, LLC, 652 Peter Jefferson Parkway, Suite 300, Charlottesville, Virginia 22911, a Delaware limited liability company, is desirous of acquiring the BRIGHT BEGINNINGS trademark and the Applications thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, PBM NUTRITIONALS, LLC does hereby assign unto PBM PRODUCTS, LLC all right, title, and interest in and to the trademark BRIGHT BEGINNINGS as applied for in the Applications, together with the goodwill of the business symbolized by the mark, and the above-identified Applications thereof.

PBM NUTRITIONALS, LLC

By   
Name: MARK E. SPITZER  
Title: Assistant Secretary

January 8, 2016