

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM381456

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bell Family Brands, Inc.		04/11/2016	Corporation: NEVADA
RECEIVING PARTY DATA			
Name:	E.T. Browne Drug Co., Inc.		
Street Address:	440 Sylvan Avenue		
City:	Englewood Cliffs		
State/Country:	NEW JERSEY		
Postal Code:	07632		
Entity Type:	Corporation: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2417703	FLIP GLOSS	
CORRESPONDENCE DATA			
Fax Number:			
<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:	973-848-4128		
Email:	andrew.hollander@klgates.com		
Correspondent Name:	Andrew J. Hollander		
Address Line 1:	1 Newark Center		
Address Line 4:	Newark, NEW JERSEY 07102		
NAME OF SUBMITTER:	Andrew J. Hollander		
SIGNATURE:	/Andrew J. Hollander/		
DATE SIGNED:	04/21/2016		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, Bell Family Brands, Inc., a Nevada corporation having its principal office and place of business at 1006 Crocker Road, Westlake, Ohio 44145 (the "Assignor"), is the owner of FLIP GLOSS, U.S. Trademark Registration No. 2,417,703, and related goodwill, and such common law rights as may exist related thereto (the "Assigned Mark"); and

WHEREAS, E.T. Browne Drug Co., Inc., a New Jersey corporation, having its principal office and place of business at 400 Sylvan Ave., Englewood Cliffs, N.J. 07632 (the "Assignee"), is desirous of acquiring the Assigned Mark; and

NOW, THEREFORE, TO WHOM IT MAY CONCERN, be it known that for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee, and to its successors and assigns, Assignor's entire worldwide rights, title and interest in and to the Assigned Mark, along with all related goodwill of the business represented by the Assigned Mark, including the right to sue for past infringement.

By ASSIGNOR:

Bell Family Brands, Inc.

By: Robert B. Evans

Name: Robert B. Evans

Title: Executive Vice President COO/CFO

Dated: April 11, 2016

Agreed to and accepted by ASSIGNEE:

E.T. Browne Drug Co., Inc.

By: Robert C. Neis

Name: Robert C. Neis

Title: President

Date: April 12, 2016

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