

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM396425

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mary Jean Palmieri		08/25/2016	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	The Honest Company, Inc.		
Street Address:	12130 Millennium Drive		
Internal Address:	Suite 500		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90094		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3817736	HONEST BEAUTY	
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 Boulevard		
Address Line 2:	12th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90025		
NAME OF SUBMITTER:	Irene Y. Lee		
SIGNATURE:	/Irene Y. Lee/		
DATE SIGNED:	08/26/2016		
Total Attachments: 4			
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OP \$40.00 3817736

Exhibit C

TRADEMARK, DOMAIN NAME AND HANDLE ASSIGNMENT

WHEREAS, Mary Jean Palmieri, an individual residing at 245 East 35th Street, New York, New York 10016, The HB Marketplace, Inc., a Delaware corporation having a place of business at 245 East 35th Street, New York, New York 10016, and Palmieri Enterprise LLC, a New York limited liability company having a place of business at 91 Kell Avenue, Staten Island, New York 10314 (collectively, "Assignor") own the entire right, title and interest in and to the marks, trade names, Internet domain names, URLs, and social media handles described in Schedule "A" and the goodwill appertaining thereto and incorporated herewith, and all other rights appurtenant, including without limitation common law rights, title and interest (collectively, "Marks") and the trademark applications and registrations listed in Schedule "A";

WHEREAS, The Honest Company, Inc., a Delaware corporation having a place of business at 12130 Millennium Drive, Suite 500, Los Angeles, California ("Assignee") desires to acquire Assignor's entire right, title and interest in and to 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 August 25, 2016 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 Marks, together with: (1) the goodwill of the business symbolized by the Marks; (2) all corresponding applications and registrations for the Marks; (3) all income, royalties, damages and any other monetary benefits due or payable to Assignor with respect to 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, counterclaim and recover for past, present and future infringements or misappropriations of the rights being assigned and retain the proceeds relating to such infringements or misappropriations.

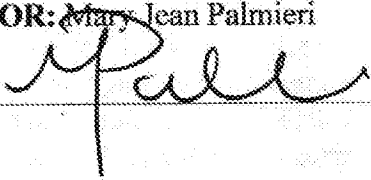
Assignor agrees to execute any further papers as may be necessary and proper to vest full title in and to the Marks and other corresponding rights in the Assignee. Assignor hereby consents to the recordation of this assignment in the territories listed in Schedule "A" and any other territories as appropriate. Assignor will assist Assignee as reasonably necessary to secure, perfect, maintain or evidence the rights hereby transferred. 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.

Initials:
The Honest Co.:
Mary Jean Palmieri:
The HB Marketplace, Inc.:
Palmieri Enterprise LLC:

IN WITNESS WHEREOF, this Trademark Assignment is entered effective this 25th day of August 2016.

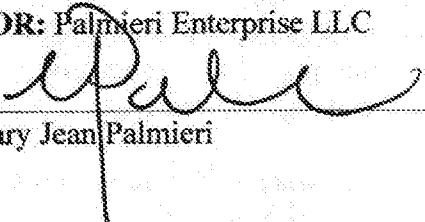
ASSIGNOR: ~~Mary Jean Palmieri~~

By: _____



ASSIGNOR: Palmieri Enterprise LLC

By: _____

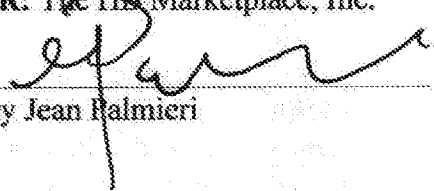


Name: Mary Jean Palmieri

Title: _____

ASSIGNOR: The HB Marketplace, Inc.

By: _____

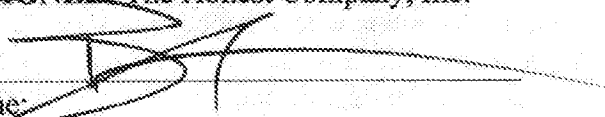


Name: Mary Jean Palmieri

Title: _____

ASSIGNEE: The Honest Company, Inc.

By: _____



Name: _____

Title: _____

Notary for Assignors' Signatures

Initials:
The Honest Co.: BL
Mary Jean Palmieri: MP
The HB Marketplace, Inc.: MP
Palmieri Enterprise LLC: MP

Schedule A

Marks

Mark	Territory	Serial No. Filing Date	Reg. No. Reg. Date	Services
Honest Beauty	US	77881468 Nov. 27, 2009	3817736 July 13, 2010	On-line journals, namely, blogs featuring products, people, and places relating to health, beauty, and personal care in Int'l Class 41
Honest Beauty	US	N/A	N/A	Management consultation
HB	US	N/A	N/A	On-line journals, namely, blogs featuring products, people, and places relating to health, beauty, and personal care and management consultation
HB Marketplace	US	N/A	N/A	On-line journals, namely, blogs featuring products, people, and places relating to health, beauty, and personal care and management consultation
The HB Marketplace	US	N/A	N/A	On-line journals, namely, blogs featuring products, people, and places relating to health, beauty, and personal care and management consultation

Domain Names

www.honest-beauty.com
www.HBMarketplace.net
www.HBmarketplace.biz
www.HBmarketplace.info
www.HBmarketplace.org
www.HBNetWorkshop.com
www.TheHBNetWork.net

Initials:

The Honest Co.: SL
 Mary Jean Palmieri: MD
 The HB Marketplace, Inc.: MP
 Palmieri Enterprise LLC: MP

TRADEMARK

REEL: 005864 FRAME: 0286

Social Media Handles

Twitter

https://twitter.com/Honest_Beauty

Facebook

www.Facebook.com/HBHonestBeauty

Pinterest

<https://www.pinterest.com/HBHonestBeauty/>

Bubbly
HonestBeauty

Wordpress

www.honest-beauty.com

Instagram

https://www.instagram.com/honest_beauty/

Vine

Honest_Beauty

Email Addresses

marypalmieri@honest-beauty.com

info@honest-beauty.com

Initials:

The Honest Co.: BL

Mary Jean Palmieri: MP

The HB Marketplace, Inc.: MP

Palmieri Enterprise LLC: MP

TRADEMARK