

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM418372

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ICE+JAM LLC		02/28/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	The Honest Company, Inc.		
Street Address:	12130 Millennium Drive, Suite 500		
City:	Playa Vista		
State/Country:	CALIFORNIA		
Postal Code:	90094		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86810703	LESBEHONEST	
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:	03/04/2017		
Total Attachments: 4			
source=170217 FULLY EXECUTED - TM ASSIGNMENT (ICE+JAM LLC to Honest) (LESBEHONEST 86810703)#page1.tif			
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OP \$40.00 86810703

TRADEMARK ASSIGNMENT

WHEREAS, ICE+JAM LLC, a Delaware limited liability company having a place of business at 1799 West 52nd Street, Cleveland, Ohio 44102 ("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" and the goodwill appertaining thereto (hereinafter the "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, Playa Vista, California 90094 ("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 Trademark Purchase and License Agreement dated February 17, 2017 (the "Agreement") 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, along with any common law rights thereto; (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, but excluding all income, royalties and any other monetary benefits due or payable to Assignee from the past and future sale or distribution of the Licensed Products as the term is defined in Paragraph 2.2 of the Agreement; 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 Marks and other corresponding rights in the Assignee.

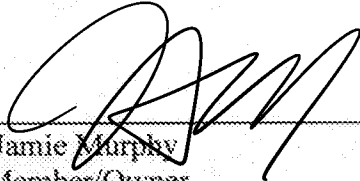
Assignor hereby consents to the recordation of this assignment in the territories listed in Schedule "A" and any other territories as appropriate.


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 28 day of February 2017.

ASSIGNOR: ICE+JAM LLC

ASSIGNEE: The Honest Company, Inc.

By: 
Name: Jamie Murphy
Title: Member/Owner

By: 
Name: Nicole Miller
Title: VP, Legal Affairs and Associate General Counsel

Notary

Schedule A

Mark	Territory	Serial No. Filed	Class(es)
LESBEHONEST	US	86810703 Nov. 5, 2015	Lip gloss, Lip gloss and wands therefor sold as a unit, Lipstick, and Lipsticks (IC 3)

Any common law rights in LESBEHONEST

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

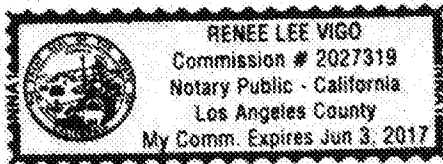
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California)
County of LOS Angeles)
On March 1, 2017 before me, Renee Lee Vigo, Notary Public
Date Here Insert Name and Title of the Officer
personally appeared Nicole Miller
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 Assignment
Document Date: Feb. 28, 2017 Number of Pages: 3
Signer(s) Other Than Named Above: Jamie Murphy

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: _____