

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM526867

<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>
GSK Consumer Healthcare S.A.		06/03/2019	Company: SWITZERLAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Crown Laboratories, Inc.		
<b>Street Address:</b>	349 Lafe Cox Drive		
<b>City:</b>	Johnson City		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	37604		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1280450	ALPHA KERI	
<b>Registration Number:</b>	3635820		
<b>Registration Number:</b>	0858533	KERI	
<b>Registration Number:</b>	4463380	KERI IS SO VERY . . .	
<b>Registration Number:</b>	0690107	ALPHA-KERI	
<b>Registration Number:</b>	2998193	KERI	
<b>Registration Number:</b>	4942294	ALPHA KERI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	984-220-8750		
<b>Email:</b>	chiipdocket@michaelbest.com		
<b>Correspondent Name:</b>	Michael Best & Friedrich LLP		
<b>Address Line 1:</b>	2501 Blue Ridge Rd		
<b>Address Line 2:</b>	Suite 390		
<b>Address Line 4:</b>	Raleigh, NORTH CAROLINA 27607		
<b>ATTORNEY DOCKET NUMBER:</b>	210642-9039		
<b>NAME OF SUBMITTER:</b>	Anthony J. Biller		

OP \$190.00 1280450

<b>SIGNATURE:</b>	/Anthony J. Biller/
<b>DATE SIGNED:</b>	06/07/2019
<b>Total Attachments: 3</b> source=assignment bellus#page1.tif source=assignment bellus#page2.tif source=assignment bellus#page3.tif	

ASSIGNMENT OF TRADEMARK

WHEREAS, GSK Consumer Healthcare S.A. (Formerly Novartis Consumer Health S.A.), a Switzerland Company, having a principal address of Route de l'Etraz, 1197 Prangins, Switzerland ("Assignor"), is the owner of the U.S. and Canadian trademark registrations listed on the attached Exhibit A ("the Trademarks"); and

WHEREAS, Crown Laboratories, Inc., a Delaware Corporation, having a principal address of 349 Lafa Cox Drive, Johnson City, Tennessee 37604, United States of America ("Assignee"), desires to acquire Assignor's rights in the Trademarks, together with the goodwill of the business symbolized by said Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor has sold, transferred, and assigned and by these presents does hereby sell, transfer, and assign, by quitclaim (i.e., without warranty or representation of title or ownership), to Assignee all of its rights, title and interest in and to said Trademarks, together with all goodwill of the business symbolized by such Trademarks, including the right to sue for all infringements which may have occurred before the effective date of this Assignment.

ASSIGNOR

GSK CONSUMER HEALTHCARE  
S.A.

By: Joanne Green

Name: Joanne Green  
Authorised Attorney

Title: \_\_\_\_\_

Date: 3 JUNE 2019

GSK CONSUMER HEALTHCARE  
S.A.

By: Ellen Chanley

Name: Ellen Chanley  
Attorney at Law

Title: \_\_\_\_\_

Date: 3 JUNE 2019

ASSIGNEE

CROWN LABORATORIES, INC.

By: [Signature]


Name: John D. Petersen

Title: Chief Commercial Officer

Date: 6/7/19

EXHIBIT A  
SCHEDULE OF TRADEMARKS

Trademark	Date of Registration	Registration No.	Country
ALPHA KERI	6/5/1984	1,280,450	US
 KERI Device	6/9/2009	3,635,820	US
KERI	10/15/1968	858,533	US
KERI IS SO VERY...	1/7/2014	4,463,380	US
ALPHA-KERI	12/22/1959	690,107	US
KERI	9/20/2005	2,998,193	US
	4/19/2016	4,942,294	US
KERI IS SO VERY...	11/14/1986	TMA320725	Canada
	3/22/2004	TMA605933	Canada
KERI ADVANCED RENEWAL FORMULA	2/28/2000	TMA523884	Canada
KERI BATH	10/23/2007	TMA699218	Canada
KERI LOTION	4/4/1985	TMA301435	Canada
KERI	7/13/1984	TMA293047	Canada
ALPHA-KERI	1/15/1960	TMA116630	Canada
	6/14/2013	TMA853321	Canada

	3/27/1987	TMA325279	Canada
KERI	5/12/1978	TMA227729	Canada