

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM543267

<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>
Johnson & Johnson		08/19/2019	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Everyday Health Inc.		
<b>Street Address:</b>	345 Hudson Street FL 16		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10014		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 19</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3230698	BABYCENTER	
<b>Registration Number:</b>	3245866	MY BABY THIS WEEK	
<b>Registration Number:</b>	3799834	21ST CENTURY MOM	
<b>Registration Number:</b>	3241081	MILESTONE MAIL	
<b>Registration Number:</b>	3839957	MOMFORMATION	
<b>Registration Number:</b>	3598894	BABYCENTER	
<b>Registration Number:</b>	3682820	MY TODDLER THIS WEEK	
<b>Registration Number:</b>	3793594	WE BELIEVE IN THE JOURNEY	
<b>Registration Number:</b>	3822435	REMARKABLY RIGHT	
<b>Registration Number:</b>	3682636	MY BIG KID THIS WEEK	
<b>Registration Number:</b>	3682637	MY PRESCHOOLER THIS WEEK	
<b>Registration Number:</b>	4129141	TALK TO MOMS	
<b>Registration Number:</b>	4172657		
<b>Registration Number:</b>	4838493	MOMLABS: WHERE GREAT IDEAS ARE BORN	
<b>Registration Number:</b>	4896499	MOMLABS	
<b>Registration Number:</b>	4965522	MISSION MOTHERHOOD	
<b>Registration Number:</b>	4912735	40 SEMANAS. . . ¡Y MEDIA!	
<b>Serial Number:</b>	88403597	BABYCENTER	
<b>Registration Number:</b>	3664677	FAMEBABY	

OP \$490.00 3230698

**CORRESPONDENCE DATA****Fax Number:**

*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.*

**Phone:** 2125035417  
**Email:** julianna\_orgel-eaton@ziffdavis.com  
**Correspondent Name:** Julianna Orgel-Eaton  
**Address Line 1:** 114 5th Avenue  
**Address Line 2:** 15th Floor  
**Address Line 4:** New York, NEW YORK 10011

<b>NAME OF SUBMITTER:</b>	Julianna Orgel-Eaton
<b>SIGNATURE:</b>	/Julianna Orgel-Eaton/
<b>DATE SIGNED:</b>	09/27/2019

**Total Attachments: 37**

source=Project Blossom - J&J Trademark Assignment (Executed)#page1.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page2.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page3.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page4.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page5.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page6.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page7.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page8.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page9.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page10.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page11.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page12.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page13.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page14.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page15.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page16.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page17.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page18.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page19.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page20.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page21.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page22.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page23.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page24.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page25.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page26.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page27.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page28.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page29.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page30.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page31.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page32.tif

source=Project Blossom - J&J Trademark Assignment (Executed)#page33.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page34.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page35.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page36.tif  
source=Project Blossom - J&J Trademark Assignment (Executed)#page37.tif

## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this “Assignment”), entered into this 19<sup>th</sup> day of August, 2019, is made by and between **Johnson & Johnson**, a New Jersey corporation with its place of business at One Johnson & Johnson Plaza, New Brunswick, New Jersey (“Assignor”) and **Everyday Health Inc.**, a Delaware corporation with its place of business at 345 Hudson Street FL 16, New York, New York (“Assignee”).

WHEREAS, Assignee and Assignor, Johnson & Johnson Consumer Inc. (“JJCI”) entered into an Equity and Asset Purchase Agreement, dated as of the 12<sup>th</sup> day of July, 2019 (the “EAPA”), pursuant to which, among other things, JJCI agreed to, and agreed to cause the Asset Selling Affiliates to, sell, convey, assign and transfer to Assignee, and Assignee agreed to purchase, acquire and accept from JJCI and the Asset Selling Affiliates, among other assets, the Trademarks that are part of the Transferred IP (as defined in the EAPA).

WHEREAS, Assignor desires to transfer and assign to Assignee, and Assignee wishes to acquire and assume from Assignor, the Trademarks set forth in Exhibit A hereto (hereinafter, the “Assigned Trademarks”) upon the terms and subject to the conditions set forth in the EAPA.

NOW, THEREFORE, for the consideration set forth in the EAPA and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Unless otherwise defined herein, all capitalized terms used in this Assignment shall have the respective meanings ascribed to them in the EAPA.

2. Assignor does hereby irrevocably assign, convey, transfer and deliver to Assignee, its successors and assigns, effective as of the Closing Date (as that term is defined in the EAPA), and Assignee hereby accepts, all of Assignor’s right, title and interest in and to the Assigned Trademarks in the applicable jurisdiction corresponding to each such Assigned Trademark, including without limitation, any common law rights associated therewith, together with the goodwill, if any, of the Business associated with the use of and symbolized by the Assigned Trademarks, and all the applications and registrations therefor depicted in Exhibit A, and all rights to (i) bring an action, whether at law or in equity, for past, present or future infringement or unauthorized use of the Assigned Trademarks against any third party in the applicable jurisdiction, (ii) any proceeds, benefits, privileges, causes of action, and remedies solely relating to the Assigned Trademarks and (iii) recover damages, profits and injunctive relief for all past, present or future infringement or unauthorized use of the Assigned Trademarks. The same to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its successors, assigns and other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if the EAPA had not been entered into and this assignment and sale had not been made, as assignee of its entire right, title and interest therein, including without limitation, all rights in and to all income, damages and payments now or hereafter due or payable with respect thereto, and all causes of action, whether in law or in equity, with respect thereto. With respect to the pending applications set forth in Exhibit A, Assignor only represents and warrants that the applications have been filed with the respective Intellectual Property Office and that, once such

application is assigned to Assignee, Assignee shall be responsible for any further prosecution of that application.

3. Subject to the terms set forth in the EAPA, effective as of the Closing Date, Assignee shall be responsible for and shall pay all costs relating to the registration, maintenance and prosecution of the Assigned Trademarks, including payment of any associated fees therefor.

4. Subject to the terms set forth in the EAPA, Assignor will execute and deliver such other documents as Assignee, its successors and/or assigns may reasonably require in order to effect the terms of this Assignment and vest title in the Assigned Trademarks set forth on Exhibit A in Assignee, and Assignee shall be solely responsible, including for all expenses relating thereto, for the preparation of such documents and filing the same with the respective Intellectual Property Office to vest title in Assignee.

5. Assignor hereby grants the attorney-of-record the power to insert on this Assignment any further identifying information describing the parties or the marks listed in Exhibit A hereto, that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office, or rules of other entities including but not limited to United States or foreign governments or patent and trademark offices, for recordation of this document.

6. Future Use of the Assigned Trademarks. After the Effective Date, Assignor agrees to make no further use of the Assigned Trademarks or any mark confusingly similar thereto, anywhere in the world, except as may be expressly authorized by Assignee in writing, and Assignor agrees to not challenge Assignee's use or ownership, or the validity, of the Assigned Trademarks. Assignor hereby acknowledges and agrees that from and after the date hereof, the Assignee shall be the exclusive owner of the Assigned Trademarks.

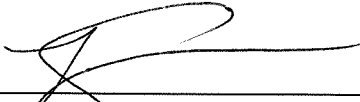
7. To the extent that any provision of this Assignment is inconsistent or conflicts with the EAPA, the provisions of the EAPA shall control.

8. This Assignment may be executed in one or more counterparts, each of which shall be deemed an original, and together shall constitute one and the same agreement and shall become effective on the Closing Date. This Assignment, following its execution, may be delivered via electronic mail or other form of electronic delivery, which shall constitute delivery of an execution original for all purposes. The failure of any party to enforce any terms or provisions of this Assignment shall not waive any of its rights under such terms or provisions. This Assignment shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors. This Assignment shall be governed by and interpreted and enforced in accordance with the laws of the State of New York, without giving effect to any choice of law or conflicts of laws rules that would cause the application of the laws of a jurisdiction other than the State of New York.

[Signature Page to Follow]

**ASSIGNOR**

**Johnson & Johnson**

By:  \_\_\_\_\_

Name: Tina Snyder French  
Title: Assistant Secretary

**ASSIGNEE**

**Everyday Health, Inc.**

By: \_\_\_\_\_

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

**ASSIGNOR**

**Johnson & Johnson**

By: \_\_\_\_\_

Name: \_\_\_\_\_

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

**ASSIGNEE**

**Everyday Health, Inc.**

By: \_\_\_\_\_

DocuSigned by:  
*Daniel Stone*  
-----E9ACC61C8F1F4CE-----

Name: Daniel Stone

Title: President

Exhibit A

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER	Argentina	Registered	01 Sep 2010	3027374	09 Sep 2011	2462363	JOHNSON & JOHNSON
BABYCENTER	Argentina	Registered	01 Sep 2010	3027376	09 Sep 2011	32462365	JOHNSON & JOHNSON
BABYCENTER	Argentina	Registered	31 Mar 2011	3076049	08 Jun 2012	2507998	JOHNSON & JOHNSON
BABYCENTER	Argentina	Registered	01 Sep 2010	3027378	31 Jul 2012	2517589	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Argentina	Registered	01 Sep 2010	3027380	09 Sep 2011	2462368	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Argentina	Registered	01 Sep 2010	3027384	16 Sep 2011	2462634	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Argentina	Registered	31 Mar 2011	3076048	08 Jun 2012	2507997	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Argentina	Registered	01 Sep 2010	3027386	31 Jul 2012	2517590	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN (REVISED)	Argentina	Registered	04 May 2011	3.084.003	29 Aug 2012	2522551	JOHNSON & JOHNSON



<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER TREE LOGO DESIGN (REVISED)	Argentina	Registered	04 May 2011	3.084.004	29 Aug 2012	2522550	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Argentina	Registered	04 May 2011	3084006	03 May 2013	2566680	JOHNSON & JOHNSON
MY BABY THIS WEEK	Australia	Registered	17 May 2006	1114301	17 May 2006	1114301	JOHNSON & JOHNSON
WE BELIEVE IN THE JOURNEY	Australia	Registered	12 Oct 2007	1204718	12 Oct 2007	1204718	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Australia	Registered	02 May 2011	1422840	02 May 2011	1422840	JOHNSON & JOHNSON
BABYCENTER	Bahrain	Registered	13 Dec 2010	84340	13 Dec 2010	84340	JOHNSON & JOHNSON
BABYCENTER	Bahrain	Registered	13 Dec 2010	84341	13 Dec 2010	84341	JOHNSON & JOHNSON
BABYCENTER	Bahrain	Registered	13 Dec 2010	84342	13 Dec 2010	84342	JOHNSON & JOHNSON
BABYCENTER	Bahrain	Registered	13 Dec 2010	84343	13 Dec 2010	84343	JOHNSON & JOHNSON
BABYCENTER	Bahrain	Registered	13 Dec 2010	84344	13 Dec 2010	84344	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Bahrain	Registered	04 Jan 2011	84663	04 Jan 2011	84663	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER TREE LOGO DESIGN	Bahrain	Registered	04 Jan 2011	84665	04 Jan 2011	84665	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Bahrain	Registered	04 Jan 2011	84666	04 Jan 2011	84666	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Bahrain	Registered	04 Jan 2011	84651	04 Jan 2011	84651	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Bahrain	Registered	04 Jan 2011	84658	04 Jan 2011	84658	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Bahrain	Pending	04 May 2011	86294			JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Bahrain	Pending	04 May 2011	86296			JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Bahrain	Pending	04 May 2011	86297			JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Brazil	Registered	07 May 2007	829130527	13 Oct 2009	829130527	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Brazil	Registered	07 May 2007	829130535	13 Dec 2016	829130535	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER AND TREE LOGO DESIGN	Brazil	Registered	07 May 2007	829130497	13 Oct 2009	829130497	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Brazil	Registered	07 May 2007	829130500	27 Sep 2011	829130500	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Brazil	Registered	07 May 2007	829130519	19 Jul 2011	829130519	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Brazil	Registered	07 May 2007	829130543	13 Oct 2009	829130543	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Brazil	Registered	06 May 2011	831024127	26 Aug 2014	831024127	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Brazil	Registered	06 May 2011	831024135	26 Aug 2014	831024135	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Brazil	Registered	06 May 2011	831024143	26 Aug 2014	831024143	JOHNSON & JOHNSON
BABYCENTER	Canada	Registered	24 Sep 1997	857181	18 Jun 2002	TMA563544	JOHNSON & JOHNSON
MY BABY THIS WEEK	Canada	Registered	17 May 2006	1303328	28 May 2010	768036	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Canada	Registered	25 Jan 2007	1334719	23 Jul 2010	772812	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER TREE LOGO DESIGN	Canada	Registered	25 Jan 2007	1333764	26 Jul 2010	772928	JOHNSON & JOHNSON
WE BELIEVE IN THE JOURNEY	Canada	Registered	03 Oct 2007	1366274	16 Aug 2013	TMA857925	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Canada	Registered	29 Apr 2011	1525759	29 Apr 2014	TMA876722	JOHNSON & JOHNSON
BABYCENTER	Chile	Registered	16 Sep 2010	919870	17 Mar 2011	913.266	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Chile	Registered	16 Sep 2010	919871	11 May 2011	917.923	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Chile	Registered	03 May 2011	951.376	13 Oct 2011	934.664	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Chile	Registered	03 May 2011	951.377	13 Oct 2011	934.665	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Chile	Registered	03 May 2011	951.375	13 Oct 2011	934.663	JOHNSON & JOHNSON
MY BABY THIS WEEK	China	Registered	22 May 2006	5367981	28 May 2009	5367981	JOHNSON & JOHNSON
MY BABY THIS WEEK	China	Registered	22 May 2006	5367963	07 Sep 2009	5367963	JOHNSON & JOHNSON
MY BABY THIS WEEK	China	Registered	22 May 2006	5367964	07 Sep 2009	5367964	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
MY BABY THIS WEEK	China	Registered	22 May 2006	5367965	28 Oct 2009	5367965	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	China	Registered	30 Jul 2007	5876660	28 Jun 2010	5876660	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	China	Registered	23 Jan 2007	5863344	21 Dec 2011	5863344	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	China	Registered	30 Jan 2007	5876661	07 Mar 2011	5876661	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	China	Registered	23 Jan 2007	5863332	07 Mar 2014	5863332	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	China	Registered	23 Jan 2007	5863331	21 Jun 2010	5863331	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	China	Registered	23 Jan 2007	5863330	28 Jan 2011	5863330	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	China	Registered	28 Mar 2007	5965861	28 Dec 2009	5965861	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	China	Registered	25 Jan 2007	5867469	14 Apr 2010	5867469	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	China	Registered	28 Mar 2007	5965860	21 Feb 2010	5965860	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER TREE LOGO DESIGN	China	Registered	25 Jan 2007	5867470	14 Apr 2010	5867470	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	China	Registered	25 Jan 2007	5867467	14 Apr 2010	5867467	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	China	Registered	25 Jan 2007	5867486	14 Feb 2010	5867486	JOHNSON & JOHNSON
BABYCENTER WITH CHINESE AND TREE LOGO	China	Registered	08 Feb 2007	5898982	21 Apr 2010	5898982	JOHNSON & JOHNSON
BABYCENTER WITH CHINESE AND TREE LOGO	China	Registered	08 Feb 2007	5898985	21 Mar 2010	5898985	JOHNSON & JOHNSON
BABYCENTER WITH CHINESE AND TREE LOGO	China	Registered	08 Feb 2007	5898984	14 Dec 2013	5898984	JOHNSON & JOHNSON
BABYCENTER WITH CHINESE AND TREE LOGO	China	Registered	14 Feb 2007	5917971	21 Jul 2012	5917971	JOHNSON & JOHNSON
BABYCENTER WITH CHINESE AND TREE LOGO	China	Registered	08 Feb 2007	5898983	14 Feb 2011	5898983	JOHNSON & JOHNSON
BABYCENTER WITH CHINESE AND TREE LOGO	China	Registered	13 Feb 2007	5916507	21 Sep 2012	5916507	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER WITH CHINESE AND TREE LOGO	China	Registered	08 Feb 2007	5898986	28 Apr 2011	5898986	JOHNSON & JOHNSON
WE BELIEVE IN THE JOURNEY	China	Registered	12 Oct 2007	6318394	07 Mar 2010	6318394	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	China	Registered	05 May 2011	9423996	21 May 2012	9423996	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	China	Registered	05 May 2011	9423995	21 May 2012	9423995	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	China	Registered	05 May 2011	9423984	21 Jun 2012	9423984	JOHNSON & JOHNSON
BABYCENTER WITH CHINESE AND TREE LOGO DESIGN (REVISED)	China	Registered	10 Aug 2015	17626623	28 Sep 2016	17626623	JOHNSON & JOHNSON
BABYCENTER WITH CHINESE AND TREE LOGO DESIGN (REVISED)	China	Registered	10 Aug 2015	17626622	28 Sep 2016	17626622	JOHNSON & JOHNSON
BABYCENTER WITH CHINESE AND TREE LOGO DESIGN (REVISED)	China	Registered	10 Aug 2015	17626621	28 Sep 2016	17626621	JOHNSON & JOHNSON
BABYCENTER WITH CHINESE	China	Registered	10 Aug 2015	17626620	28 Sep 2016	17626620	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
AND TREE LOGO DESIGN (REVISED)							
MY BABY THIS WEEK	China	Registered - Abandon Decision	22 May 2006	5367962	07 Aug 2009	5367962	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	China	Registered - Abandon Decision	25 Jan 2007	5867468	21 Nov 2009	5867468	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	China	Registered - Abandon Decision	23 Jan 2007	5863345	14 Nov 2009	5863345	JOHNSON & JOHNSON
BABYCENTER	Colombia	Registered	22 Oct 2010	10 131.323	29 Mar 2011	420530	JOHNSON & JOHNSON
BABYCENTER	Colombia	Registered	22 Oct 2010	10 131.327	29 Mar 2011	420531	JOHNSON & JOHNSON
BABYCENTER	Colombia	Registered	22 Oct 2010	10 131.329	29 Mar 2011	420532	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Colombia	Registered	22 Oct 2010	10 131.316	29 Mar 2011	420527	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Colombia	Registered	22 Oct 2010	10 131.318	29 Mar 2011	420528	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Colombia	Registered	22 Oct 2010	10 131.320	29 Mar 2011	420529	JOHNSON & JOHNSON



<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER TREE LOGO DESIGN (REVISED)	Colombia	Registered	30 Mar 2012	12054496	29 Aug 2012	457308	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Colombia	Registered	30 Mar 2012	12054497	29 Aug 2012	457309	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Colombia	Registered	30 Mar 2012	12054499	29 Aug 2012	457310	JOHNSON & JOHNSON
BABYCENTER	Costa Rica	Registered	11 Aug 2015	2015-007789	28 Jan 2016	249748	JOHNSON & JOHNSON
BABYCENTER	Egypt	Pending	20 Aug 2015	322123			JOHNSON & JOHNSON
BABYCENTER	Egypt	Pending	20 Aug 2015	322124			JOHNSON & JOHNSON
BABYCENTER	Egypt	Pending	06 Aug 2015	322125			JOHNSON & JOHNSON
BABYCENTER	Egypt	Pending	20 Aug 2015	322126			JOHNSON & JOHNSON
WE BELIEVE IN THE JOURNEY	European Union	Registered	04 Oct 2007	006332531	04 Sep 2008	006332531	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	European Union	Registered	13 Apr 2011	009891862	16 Sep 2011	009891862	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	European Union	Registered	06 Jan 2015	013620621	07 Jul 2015	013620621	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER	Hong Kong	Registered	10 Feb 2009	301284156	10 Feb 2009	301284156	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Hong Kong	Registered	04 May 2011	301906461	11 Jun 2012	301906461	JOHNSON & JOHNSON
BABYCENTER	India	Registered	12 Mar 2007	1539061	16 Dec 2011	1539061	JOHNSON & JOHNSON
BABYCENTER	India	Registered	12 Mar 2007	1539063	12 Mar 2007	1539063	JOHNSON & JOHNSON
BABYCENTER	India	Registered	12 Mar 2007	1539058	12 Mar 2007	1539058	JOHNSON & JOHNSON
BABYCENTER	India	Registered	12 Mar 2007	1539062	12 Mar 2007	1539062	JOHNSON & JOHNSON
BABYCENTER	India	Registered	12 Mar 2007	1539060	12 Mar 2007	1539060	JOHNSON & JOHNSON
BABYCENTER	India	Registered	12 Mar 2007	1539059	12 Mar 2007	1539059	JOHNSON & JOHNSON
BABYCENTER	India	Registered	12 Mar 2007	1539064	12 Mar 2007	1539064	JOHNSON & JOHNSON
MY BABY THIS WEEK	India	Registered	31 May 2006	1455511	22 Mar 2010	1455511	JOHNSON & JOHNSON
MY BABY THIS WEEK	India	Registered	31 May 2006	1455513	22 Mar 2010	1455513	JOHNSON & JOHNSON
MY BABY THIS WEEK	India	Registered	31 May 2006	1455512	22 Mar 2010	1455512	JOHNSON & JOHNSON
MY BABY THIS WEEK	India	Registered	31 May 2006	1455514	22 Mar 2010	1455514	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
WE BELIEVE IN THE JOURNEY	India	Registered	10 Oct 2007	1610119	10 Oct 2007	1610119	JOHNSON & JOHNSON
WE BELIEVE IN THE JOURNEY	India	Registered	10 Oct 2007	1610122	31 Mar 2009	1610122	JOHNSON & JOHNSON
WE BELIEVE IN THE JOURNEY	India	Registered	10 Oct 2007	1610123	31 Mar 2009	1610123	JOHNSON & JOHNSON
WE BELIEVE IN THE JOURNEY	India	Registered	10 Oct 2007	1610118	10 Oct 2007	1610118	JOHNSON & JOHNSON
WE BELIEVE IN THE JOURNEY	India	Registered	10 Oct 2007	1610120	29 Mar 2010	1610120	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	India	Registered	02 May 2011	2138570	02 May 2011	2138570	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	India	Registered	02 May 2011	2138571	02 May 2011	2138571	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	India	Registered	02 May 2011	2138572	02 May 2011	2138572	JOHNSON & JOHNSON
BABYCENTER	Iran (Islamic Republic)	Registered	22 Aug 2015	139450140001023326	07 Dec 2015	238002	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Iran (Islamic Republic)	Registered	10 Dec 2015	139450140001044681	06 Apr 2016	244811	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Iran (Islamic Republic)	Registered	10 Dec 2015	139450140001044650	14 Feb 2016	241834	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER	Iraq	Pending	18 Aug 2015	70387			JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Iraq	Pending	29 Dec 2010	58183			JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Iraq	Pending	22 May 2011	59105			JOHNSON & JOHNSON
BABYCENTER	Japan	Registered	08 Mar 2005	2005-019609	12 Oct 2007	5082676	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Japan	Registered	26 May 2011	2011-35915	28 Dec 2012	5546195	JOHNSON & JOHNSON
BABYCENTER	Jordan	Registered	09 Apr 2007	93686	09 Apr 2007	93686	JOHNSON & JOHNSON
BABYCENTER	Jordan	Registered	09 Apr 2007	93687	09 Apr 2007	93687	JOHNSON & JOHNSON
BABYCENTER	Jordan	Registered	09 Apr 2007	93688	09 Apr 2007	93688	JOHNSON & JOHNSON
BABYCENTER	Jordan	Registered	09 Apr 2007	93689	09 Apr 2007	93689	JOHNSON & JOHNSON
BABYCENTER	Jordan	Registered	09 Apr 2007	93690	09 Apr 2007	93690	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Jordan	Registered	02 May 2011	118109	08 Feb 2012	118109	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER TREE LOGO DESIGN (REVISED)	Jordan	Registered	02 May 2011	118110	08 Feb 2012	118110	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Jordan	Registered	02 May 2011	118111	08 Feb 2012	118111	JOHNSON & JOHNSON
BABYCENTER	Kuwait	Registered	08 Dec 2010	116570	08 Dec 2010	102065	JOHNSON & JOHNSON
BABYCENTER	Kuwait	Registered	08 Dec 2010	116571	08 Dec 2010	102066	JOHNSON & JOHNSON
BABYCENTER	Kuwait	Registered	08 Dec 2010	116572	08 Dec 2010	102067	JOHNSON & JOHNSON
BABYCENTER	Kuwait	Registered	08 Dec 2010	116573	08 Dec 2010	102068	JOHNSON & JOHNSON
BABYCENTER	Kuwait	Registered	08 Dec 2010	116574	08 Dec 2010	102069	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Kuwait	Registered	23 Dec 2010	117026	23 Dec 2010	97649	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Kuwait	Registered	23 Dec 2010	117027	23 Dec 2010	97650	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Kuwait	Registered	22 Dec 2010	117028	31 Jul 2011	97651	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Kuwait	Registered	23 Dec 2010	117029	23 Dec 2010	97652	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER TREE LOGO DESIGN	Kuwait	Registered	23 Dec 2010	117030	23 Dec 2010	97653	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Kuwait	Registered	04 May 2011	120424	04 May 2011	105437	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Kuwait	Registered	04 May 2011	120425	04 May 2011	105438	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Kuwait	Registered	04 May 2011	120426	04 May 2011	105439	JOHNSON & JOHNSON
BABYCENTER	Lebanon	Registered	06 Dec 2010	9947	14 Dec 2010	132456	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Lebanon	Registered	24 Dec 2010	10521	07 Jan 2011	132895	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Lebanon	Registered	05 May 2011	3809	12 May 2011	135472	JOHNSON & JOHNSON
BABYCENTER	Libya	Pending	03 Nov 2013	24764			JOHNSON & JOHNSON
BABYCENTER	Libya	Pending	03 Nov 2013	24773			JOHNSON & JOHNSON
BABYCENTER	Libya	Pending	03 Nov 2013	24765			JOHNSON & JOHNSON
BABYCENTER	Libya	Pending	03 Nov 2013	24772			JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER	Libya	Pending	03 Nov 2013	24771			JOHNSON & JOHNSON
BABYCENTER	Malaysia	Registered	23 Sep 2008	08019198	23 Sep 2008	08019198	JOHNSON & JOHNSON
BABYCENTER	Malaysia	Registered	23 Sep 2008	08019202	23 Sep 2008	08019202	JOHNSON & JOHNSON
BABYCENTER	Malaysia	Registered	23 Sep 2008	08019201	23 Sep 2008	08019201	JOHNSON & JOHNSON
BABYCENTER	Malaysia	Registered	23 Sep 2008	08019200	23 Sep 2008	08019200	JOHNSON & JOHNSON
BABYCENTER	Malaysia	Registered	23 Sep 2008	08019199	23 Sep 2008	08019199	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Malaysia	Registered	12 May 2011	2011008568	12 May 2011	2011008568	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Malaysia	Registered	12 May 2011	2011/08570	12 May 2011	2011008570	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Malaysia	Registered	12 May 2011	2011008569	12 May 2011	2011008569	JOHNSON & JOHNSON
BABYCENTER	Mexico	Registered	11 Mar 2002	537157	30 Apr 2002	745562	JOHNSON & JOHNSON
BABYCENTER	Mexico	Registered	11 Mar 2002	537163	30 Apr 2002	745568	JOHNSON & JOHNSON
BABYCENTER	Mexico	Registered	11 Mar 2002	537156	30 Apr 2002	745561	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER	Mexico	Registered	11 Mar 2002	537159	30 Apr 2002	745564	JOHNSON & JOHNSON
BABYCENTER	Mexico	Registered	11 Mar 2002	537160	30 Apr 2002	745565	JOHNSON & JOHNSON
BABYCENTER	Mexico	Registered	11 Mar 2002	537161	30 Apr 2002	745566	JOHNSON & JOHNSON
BABYCENTER	Mexico	Registered	11 Mar 2002	537162	30 Apr 2002	745567	JOHNSON & JOHNSON
BABYCENTER	Mexico	Registered	11 Mar 2002	537155	30 Apr 2002	745560	JOHNSON & JOHNSON
BABYCENTER	Mexico	Registered	14 Mar 2002	538890	21 May 2012	1286172	JOHNSON & JOHNSON
BABYCENTER	Mexico	Registered	25 Mar 2002	540415	30 Apr 2002	743853	JOHNSON & JOHNSON
BABYCENTER	Mexico	Registered	11 Mar 2002	537158	30 Apr 2002	745563	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Mexico	Registered	12 May 2011	1,177,468	12 May 2011	1240743	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Mexico	Registered	12 May 2011	1,177,469	12 May 2011	1240744	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Mexico	Registered	12 May 2011	1,177,470	12 May 2011	1240745	JOHNSON & JOHNSON
MY BABY THIS WEEK	New Zealand	Registered	17 May 2006	748063	11 Jan 2007	748063	JOHNSON & JOHNSON



<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER AND TREE LOGO DESIGN	New Zealand	Registered	18 Jan 2007	762170	18 Jan 2007	762170	JOHNSON & JOHNSON
WE BELIEVE IN THE JOURNEY	New Zealand	Registered	17 Oct 2007	777854	12 Nov 2009	777854	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	New Zealand	Registered	02 May 2011	841104	02 May 2011	841104	JOHNSON & JOHNSON
BABYCENTER	Oman	Registered	18 Dec 2010	65967	15 Aug 2013	65967	JOHNSON & JOHNSON
BABYCENTER	Oman	Registered	18 Dec 2010	65968	21 Nov 2012	65968	JOHNSON & JOHNSON
BABYCENTER	Oman	Registered	18 Dec 2010	65969	21 Nov 2012	65969	JOHNSON & JOHNSON
BABYCENTER	Oman	Registered	18 Dec 2010	65970	18 Dec 2010	65970	JOHNSON & JOHNSON
BABYCENTER	Oman	Registered	18 Dec 2010	65966	08 Sep 2013	65966	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Oman	Registered	17 Jan 2011	66384	21 Nov 2012	66384	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Oman	Registered	17 Jan 2011	66385	21 Nov 2012	66385	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Oman	Registered	17 Jan 2011	66386	21 Nov 2012	66386	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER TREE LOGO DESIGN	Oman	Registered	17 Jan 2011	66387	10 Jul 2013	66387	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Oman	Registered	17 Jan 2011	66388	10 Jul 2013	66388	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Oman	Registered	14 May 2011	68261	09 May 2012	68261	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Oman	Registered	14 May 2011	68262	14 May 2012	68262	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Oman	Registered	14 May 2011	68263	09 May 2012	68263	JOHNSON & JOHNSON
BABYCENTER	Qatar	Registered	20 Dec 2010	65562	29 Nov 2012	65562	JOHNSON & JOHNSON
BABYCENTER	Qatar	Registered	20 Dec 2010	65563	29 Dec 2012	65563	JOHNSON & JOHNSON
BABYCENTER	Qatar	Registered	20 Dec 2010	65564	29 Nov 2012	65564	JOHNSON & JOHNSON
BABYCENTER	Qatar	Registered	20 Dec 2010	65565	29 Nov 2012	65565	JOHNSON & JOHNSON
BABYCENTER	Qatar	Registered	20 Dec 2010	65566	02 Dec 2012	65566	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Qatar	Registered	05 Jan 2011	65833	09 Dec 2012	65833	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER TREE LOGO DESIGN	Qatar	Registered	05 Jan 2011	65834	09 Dec 2012	65834	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Qatar	Registered	05 Jan 2011	65835	09 Dec 2012	65835	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Qatar	Registered	05 Jan 2011	65836	09 Dec 2012	65836	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Qatar	Registered	05 Jan 2011	65837	09 Dec 2012	65837	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Qatar	Registered	12 May 2011	68091	28 May 2013	68091	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Qatar	Registered	12 May 2011	68092	28 May 2013	68092	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Qatar	Registered	12 May 2011	68093	28 May 2013	68093	JOHNSON & JOHNSON
BABYCENTER	Russian Federation	Registered	02 Sep 2008	2008728208	23 Mar 2010	404390	JOHNSON & JOHNSON
BABYCENTER	Russian Federation	Registered	25 Jun 2010	2010720692	15 Aug 2011	442888	JOHNSON & JOHNSON
BABYCENTER	Russian Federation	Registered	25 Jun 2010	2010720691	15 Aug 2011	442887	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER	Saudi Arabia	Registered	08 Apr 2007	116171	08 Jun 2009	1074/54	JOHNSON & JOHNSON
BABYCENTER	Saudi Arabia	Registered	08 Apr 2007	116172	08 Jun 2009	1074/55	JOHNSON & JOHNSON
BABYCENTER	Saudi Arabia	Registered	08 Apr 2007	116173	08 Jun 2009	1074/56	JOHNSON & JOHNSON
BABYCENTER	Saudi Arabia	Registered	08 Apr 2007	116175	08 Jun 2009	1074/58	JOHNSON & JOHNSON
BABYCENTER	Saudi Arabia	Registered	08 Apr 2007	116174	08 Jun 2009	1074/57	JOHNSON & JOHNSON
BABYCENTER	Saudi Arabia	Registered	08 Apr 2007	116176	04 Jul 2009	1083/4	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Saudi Arabia	Registered	08 Apr 2007	116177	04 Jul 2009	1082/84	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Saudi Arabia	Registered	08 Apr 2007	116178	04 Jul 2009	1082/85	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Saudi Arabia	Registered	08 Apr 2007	116179	04 Jul 2009	1082/86	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Saudi Arabia	Registered	08 Apr 2007	116180	04 Jul 2009	1082/87	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Saudi Arabia	Registered	08 Apr 2007	116181	04 Jul 2009	1082/88	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER AND TREE LOGO DESIGN	Saudi Arabia	Registered	08 Apr 2007	116182	04 Jul 2009	1083/01	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Saudi Arabia	Registered	01 May 2011	167608	31 Dec 2012	1392/94	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Saudi Arabia	Registered	01 May 2011	167609	31 Dec 2012	143205579	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Saudi Arabia	Registered	01 May 2011	167610	31 Dec 2012	1392/96	JOHNSON & JOHNSON
BABYCENTER	Singapore	Registered	05 Sep 2008	T0812165J	05 Sep 2008	T0812165J	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Singapore	Registered	23 May 2011	T1106690H	23 May 2011	T1106690H	JOHNSON & JOHNSON
BABYCENTER	South Africa	Registered	27 Jul 2010	2010/16238	18 Dec 2012	2010/16238	JOHNSON & JOHNSON
BABYCENTER	South Africa	Registered	27 Jul 2010	2010/16239	18 Dec 2012	2010/16239	JOHNSON & JOHNSON
BABYCENTER	South Africa	Registered	27 Jul 2010	2010/16241	30 Jul 2014	2010/16241	JOHNSON & JOHNSON
BABYCENTER	South Africa	Registered	27 Jul 2010	2010/16242	22 Mar 2013	2010/16242	JOHNSON & JOHNSON
BABYCENTER	South Africa	Registered	27 Jul 2010	2010/16240	18 Dec 2012	2010/16240	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTRE	South Africa	Registered	08 Dec 2006	29957	10 Sep 2010	2006/29957	JOHNSON & JOHNSON
BABYCENTRE	South Africa	Registered	08 Dec 2006	2006/29958	02 Nov 2013	2006/29958	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	South Africa	Registered	27 Jul 2010	2010/16243	18 Dec 2012	2010/16243	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	South Africa	Registered	27 Jul 2010	2010/16244	18 Dec 2012	2010/16244	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	South Africa	Registered	27 Jul 2010	2010/16246	06 Dec 2013	2010/16246	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	South Africa	Registered	27 Jul 2010	2010/16247	18 Dec 2012	2010/16247	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	South Africa	Registered	27 Jul 2010	2010/16245	18 Dec 2012	2010/16245	JOHNSON & JOHNSON
BABYCENTRE AND TREE LOGO DESIGN	South Africa	Registered	26 Mar 2009	2009/05611	25 Oct 2010	2009/05611	JOHNSON & JOHNSON
BABYCENTRE AND TREE LOGO DESIGN	South Africa	Registered	26 Mar 2009	2009/05612	25 Oct 2010	2009/05612	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	South Africa	Registered	03 May 2011	2011/10322	28 Jan 2013	2011/10322	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER TREE LOGO DESIGN (REVISED)	South Africa	Registered	03 May 2011	2011/10323	28 Jan 2013	2011/10323	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	South Africa	Registered	03 May 2011	2011/10324	28 Jan 2013	2011/10324	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	South Korea / Republic of Korea	Registered	01 Sep 2009	45-2009-3191	22 Oct 2010	45-32720	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	South Korea / Republic of Korea	Registered	02 May 2011	2011-0001864	22 Oct 2012	45-42026	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	South Korea / Republic of Korea	Registered - Abandon Decision	30 Sep 2008	45-2008-4051	03 Sep 2009	45-28863	JOHNSON & JOHNSON
BABYCENTER	Sudan	Registered	23 Dec 2010	43823	20 Mar 2013	43823	JOHNSON & JOHNSON
BABYCENTER	Sudan	Registered	23 Dec 2010	43824	20 Mar 2013	43824	JOHNSON & JOHNSON
BABYCENTER	Sudan	Registered	23 Dec 2010	43825	16 Mar 2017	43825	JOHNSON & JOHNSON
BABYCENTER	Sudan	Registered	23 Dec 2010	43826	20 Mar 2013	43826	JOHNSON & JOHNSON
BABYCENTER	Sudan	Registered	23 Dec 2010	34827	16 Mar 2014	34827	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Sudan	Registered	23 Dec 2010	43828	20 Mar 2013	43828	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER TREE LOGO DESIGN	Sudan	Registered	23 Dec 2010	43829	20 Mar 2013	43829	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Sudan	Registered	23 Dec 2010	43830	20 Mar 2013	43830	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Sudan	Registered	23 Dec 2010	43831	20 Mar 2013	43831	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Sudan	Registered	23 Dec 2010	43832	20 Mar 2013	43832	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Sudan	Pending	03 May 2011	44532			JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Sudan	Pending	03 May 2011	44533			JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Sudan	Pending	03 May 2011	44534			JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Switzerland	Registered	22 Jan 2007	50763	21 Jun 2007	559168	JOHNSON & JOHNSON
WE BELIEVE IN THE JOURNEY	Switzerland	Registered	04 Oct 2007	60983	04 Oct 2007	571706	JOHNSON & JOHNSON
BABYCENTER	Syrian Arab Republic	Registered	16 Jan 2011	730	04 Apr 2012	122569	JOHNSON & JOHNSON



<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER	Syrian Arab Republic	Registered	16 Jan 2011	731	04 Apr 2012	122570	JOHNSON & JOHNSON
BABYCENTER	Syrian Arab Republic	Registered	16 Jan 2011	732	29 Apr 2012	122823	JOHNSON & JOHNSON
BABYCENTER	Syrian Arab Republic	Registered	16 Jan 2011	733	04 Apr 2012	122573	JOHNSON & JOHNSON
BABYCENTER	Syrian Arab Republic	Registered	16 Jan 2011	734	04 Apr 2012	122567	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Syrian Arab Republic	Registered	01 Mar 2011	2756	02 May 2012	122898	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Syrian Arab Republic	Registered	01 Mar 2011	2755	02 May 2012	122892	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Syrian Arab Republic	Registered	01 Mar 2011	2754	02 May 2012	122896	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Syrian Arab Republic	Registered	01 Mar 2011	2753	02 May 2012	122901	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Syrian Arab Republic	Registered	01 Mar 2011	2752	02 May 2012	122899	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Syrian Arab Republic	Registered	19 May 2011	5376	29 Jul 2012	123895	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER TREE LOGO DESIGN (REVISED)	Syrian Arab Republic	Registered	19 May 2011	5377	29 Jul 2012	123897	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Syrian Arab Republic	Registered	19 May 2011	5378	29 Jul 2012	123898	JOHNSON & JOHNSON
BABYCENTER	Turkey	Registered	14 Jan 2009	2009 01539	28 Dec 2009	2009 01539	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Turkey	Registered	03 May 2011	2011/37320	09 Oct 2012	201137320	JOHNSON & JOHNSON
BABYCENTER	United Arab Emirates	Registered	25 Jun 2007	96656	12 Apr 2009	94261	JOHNSON & JOHNSON
BABYCENTER	United Arab Emirates	Registered	25 Jun 2007	96665	27 Apr 2009	94596	JOHNSON & JOHNSON
BABYCENTER	United Arab Emirates	Registered	25 Jun 2007	96662	16 Jun 2011	131194	JOHNSON & JOHNSON
BABYCENTER	United Arab Emirates	Registered	25 Jun 2007	96673	21 Apr 2009	94500	JOHNSON & JOHNSON
BABYCENTER	United Arab Emirates	Registered	25 Jun 2007	96671	21 Apr 2009	94491	JOHNSON & JOHNSON
BABYCENTER	United Arab Emirates	Registered	12 Dec 2010	150483	12 Dec 2010	150483	JOHNSON & JOHNSON
BABYCENTER	United Arab Emirates	Registered	12 Dec 2010	150484	04 Dec 2011	160655	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	United Arab Emirates	Registered	22 Dec 2010	150928	04 Dec 2011	160587	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER TREE LOGO DESIGN	United Arab Emirates	Registered	22 Dec 2010	150927	04 Dec 2011	160606	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	United Arab Emirates	Registered	01 May 2011	156565	23 Feb 2012	164819	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	United Arab Emirates	Registered	01 May 2011	156564	23 Feb 2012	164791	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	United Arab Emirates	Registered	01 May 2011	156563	23 Feb 2012	164820	JOHNSON & JOHNSON
MY BABY THIS WEEK	United Kingdom	Registered	17 May 2006	2422010	01 Dec 2006	2422010	JOHNSON & JOHNSON
MUM STUDIO	United Kingdom	Registered	14 Feb 2014	UK00003042606	14 Feb 2014	UK00003042606	JOHNSON & JOHNSON
BABYCENTER	United States Of America	Registered	22 Sep 2004	78/487699	17 Apr 2007	3230698	JOHNSON & JOHNSON
MY BABY THIS WEEK	United States Of America	Registered	09 Feb 2006	76/654826	29 May 2007	3245866	JOHNSON & JOHNSON
21ST CENTURY MOM	United States Of America	Registered	19 Dec 2005	76/652440	08 Jun 2010	3799834	JOHNSON & JOHNSON
MILESTONE MAIL	United States Of America	Registered	09 Feb 2006	76/654824	15 May 2007	3241081	JOHNSON & JOHNSON
MOMFORMATION	United States Of America	Registered	08 Jul 2009	77/776501	31 Aug 2010	3839957	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER AND TREE LOGO DESIGN	United States Of America	Registered	13 Nov 2006	76/668920	31 Mar 2009	3598894	JOHNSON & JOHNSON
MY TODDLER THIS WEEK	United States Of America	Registered	27 Feb 2009	77/679617	15 Sep 2009	3682820	JOHNSON & JOHNSON
WE BELIEVE IN THE JOURNEY	United States Of America	Registered	12 Oct 2007	77/302978	25 May 2010	3793594	JOHNSON & JOHNSON
REMARKABLY RIGHT	United States Of America	Registered	06 May 2008	77/466445	20 Jul 2010	3822435	JOHNSON & JOHNSON
MY BIG KID THIS WEEK	United States Of America	Registered	17 Feb 2009	77/671644	15 Sep 2009	3682636	JOHNSON & JOHNSON
MY PRESCHOOLER THIS WEEK	United States Of America	Registered	17 Feb 2009	77/671646	15 Sep 2009	3682637	JOHNSON & JOHNSON
TALK TO MOMS	United States Of America	Registered	21 Jan 2010	77/916503	17 Apr 2012	4129141	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	United States Of America	Registered	06 Apr 2011	85/287551	10 Jul 2012	4172657	JOHNSON & JOHNSON
MOMLABS: WHERE GREAT IDEAS ARE BORN	United States Of America	Registered	03 Feb 2014	86/977234	20 Oct 2015	4838493	JOHNSON & JOHNSON
MOMLABS	United States Of America	Registered	03 Feb 2014	86/977916	02 Feb 2016	4896499	JOHNSON & JOHNSON
MISSION MOTHERHOOD	United States Of America	Registered	14 Nov 2014	86/454582	24 May 2016	4965522	JOHNSON & JOHNSON
40 SEMANAS...¡Y MEDIA!	United States Of America	Registered	11 Jun 2015	86/658990	08 Mar 2016	4912735	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER TREE LOGO DESIGN (Revised 2)	United States Of America	Pending	26 Apr 2019	88/403597			JOHNSON & JOHNSON
FAMEBABY	United States Of America	Registered - Abandon Decision	06 May 2008	77/466444	04 Aug 2009	3664677	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Venezuela	Registered	17 Aug 2007	20063/07	02 Apr 2009	S041260	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Venezuela	Registered	17 Aug 2007	20064/07	02 Apr 2009	S041261	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Venezuela	Registered	17 Aug 2007	20065/07	02 Apr 2009	S041262	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Venezuela	Registered	17 Aug 2007	20052/2007	02 Apr 2009	P292936	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Venezuela	Registered	17 Aug 2007	20054/07	02 Apr 2009	S041255	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Venezuela	Registered	17 Aug 2007	20055/07	31 Mar 2009	20055/2007	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Venezuela	Registered	17 Aug 2007	20056/07	31 Mar 2009	20056/2007	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER TREE LOGO DESIGN	Venezuela	Registered	17 Aug 2007	20057/07	31 Mar 2009	20057/2007	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Venezuela	Registered	17 Aug 2007	20058/07	31 Mar 2009	20058/2007	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Venezuela	Registered	17 Aug 2007	20053/07	20 Apr 2009	P292937	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Venezuela	Registered	11 May 2011	7580/2011	13 Jun 2012	7580/2011	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Venezuela	Registered	11 May 2011	7582/2011	13 Jun 2012	7582/2011	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Venezuela	Registered	11 May 2011	7581/11	26 Jul 2012	7581/11	JOHNSON & JOHNSON
BABYCENTER.COM LOGO	Venezuela	Pending	17 Aug 2007	20066/07			JOHNSON & JOHNSON
BABYCENTER.COM LOGO	Venezuela	Pending	17 Aug 2007	20067/07			JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Venezuela	Pending	17 Aug 2007	20059/07			JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Venezuela	Pending	17 Aug 2007	20060/07			JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER AND TREE LOGO DESIGN	Venezuela	Pending	17 Aug 2007	20061/07			JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Venezuela	Pending	17 Aug 2007	20062/07			JOHNSON & JOHNSON
BABYCENTER	Yemen (Republic Of)	Registered	06 Dec 2010	53751	27 Sep 2011	41961	JOHNSON & JOHNSON
BABYCENTER	Yemen (Republic Of)	Registered	06 Dec 2010	53752	27 Aug 2011	41962	JOHNSON & JOHNSON
BABYCENTER	Yemen (Republic Of)	Registered	06 Dec 2010	53753	27 Aug 2011	41963	JOHNSON & JOHNSON
BABYCENTER	Yemen (Republic Of)	Registered	06 Dec 2010	53754	27 Aug 2011	41964	JOHNSON & JOHNSON
BABYCENTER	Yemen (Republic Of)	Registered	06 Dec 2010	53755	27 Aug 2011	41979	JOHNSON & JOHNSON
BABYCENTER	Yemen (Republic Of)	Registered	12 Jan 2011	54254	27 Aug 2011	42032	JOHNSON & JOHNSON
BABYCENTER AND TREE LOGO DESIGN	Yemen (Republic Of)	Registered	29 Dec 2010	54050	27 Aug 2011	42006	JOHNSON & JOHNSON

<u>Trademark</u>	<u>Country</u>	<u>Current Status</u>	<u>Filing Date</u>	<u>Filing Number</u>	<u>Reg. Date</u>	<u>Reg Number</u>	<u>Registered Owner</u>
BABYCENTER TREE LOGO DESIGN	Yemen (Republic Of)	Registered	29 Dec 2010	54051	27 Aug 2011	42007	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Yemen (Republic Of)	Registered	29 Dec 2010	54052	27 Aug 2011	42008	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Yemen (Republic Of)	Registered	29 Dec 2010	54053	27 Aug 2011	42009	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Yemen (Republic Of)	Registered	29 Dec 2010	54054	27 Aug 2011	42010	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN	Yemen (Republic Of)	Registered	12 Jan 2011	54253	27 Aug 2011	42031	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Yemen (Republic Of)	Registered	10 May 2011	55640	25 Jun 2012	43572	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Yemen (Republic Of)	Registered	10 May 2011	55641	25 Jun 2012	43573	JOHNSON & JOHNSON
BABYCENTER TREE LOGO DESIGN (REVISED)	Yemen (Republic Of)	Registered	10 May 2011	55642	25 Jun 2012	43574	JOHNSON & JOHNSON