

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Novartis AG		09/27/2007	CORPORATION: SWITZERLAND

RECEIVING PARTY DATA	
Name:	Societe des Produits Nestle, S.A.
Street Address:	Case Postale 353
City:	1800 Vevey
State/Country:	SWITZERLAND
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 137

Property Type	Number	Word Mark
Registration Number:	2631970	GERBER
Registration Number:	2656667	SKIN NUTRIENTS
Registration Number:	2696765	TEENY FACES
Registration Number:	2696766	TEENY BODIES
Registration Number:	2703258	LIL' ENTREES
Registration Number:	2745047	
Registration Number:	2745062	READY SIP
Registration Number:	2748757	
Registration Number:	2751293	GENTLEFLEX
Registration Number:	2757480	BREAST THERAPY
Registration Number:	2758947	BREAST THERAPY
Registration Number:	2760199	NEW TRADITIONS
Registration Number:	2760284	
Registration Number:	2767091	SNAP 'N STORE
Registration Number:	2768127	LEAKSAFE DESIGN

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Registration Number:	2785033	SIMPLE RECIPE
Registration Number:	2794591	GRADUATES
Registration Number:	2810770	GEM COLLECTION
Registration Number:	2817228	SEAL 'N GO
Registration Number:	2826533	LIQUILYTES
Registration Number:	2838786	FUN GRIPS
Registration Number:	2841839	BABY'S FIRST CUP
Registration Number:	2846524	SOFT STARTER
Registration Number:	2865369	PASTA PICK-UPS
Registration Number:	2871868	FUN GRIPS
Registration Number:	2902392	LIL DIPPER
Registration Number:	2909158	2ND FOODS
Registration Number:	2917513	SWIMMIES
Registration Number:	2917514	BUNCH-A-BOWLS
Registration Number:	2918148	ORBITEETHER
Registration Number:	2960698	3RD FOODS
Registration Number:	2968474	ORBITEETHER
Registration Number:	2981873	GRINS & GIGGLES
Registration Number:	2981929	START HEALTHY STAY HEALTHY
Registration Number:	3003052	SOFTMASSAGE PADS
Registration Number:	3018541	GRINS & GIGGLES
Registration Number:	3024848	COMFORT LATCH
Registration Number:	3030315	EXPRESS & GO
Registration Number:	3050341	HAWAIIAN DELIGHT
Registration Number:	3083718	GARDEN MASHERS
Registration Number:	3094277	START HEALTHY STAY HEALTHY
Registration Number:	3096432	COMFORTHOLD
Registration Number:	3096712	SIPPYSNACKER
Registration Number:	3099553	SCOOPIN' SPOON
Registration Number:	3104563	SURE FLOW VENTS
Registration Number:	3114938	MY GRIP
Registration Number:	3115244	FRUIT SPLASHERS
Registration Number:	3126726	WAGON WHEELS
Registration Number:	3153083	GRADUATES

THE START HEALTHY FEEDING GUIDELINES FOR INFANTS
TRADEMARK

Registration Number:	3161198	AND TODDLERS
Registration Number:	3234177	FITS FEEDING INFANTS AND TODDLERS STUDY
Registration Number:	3242918	START HEALTHY STAY HEALTHY
Registration Number:	3251162	BARE BASICS
Registration Number:	3259373	LIL' TRAINER TABLEWARE
Registration Number:	3259649	TOSSABLES
Registration Number:	3261887	
Registration Number:	3262300	LIL SOUPS
Registration Number:	3262445	
Registration Number:	3269233	HONEY MILK
Registration Number:	3274105	
Registration Number:	3276462	START HEALTHY STAY HEALTHY FEEDING GUIDELINES
Serial Number:	77028987	GRADUATES
Serial Number:	77031877	LIL' CRUNCHIES
Serial Number:	77039274	BREAKFAST BUDDIES
Serial Number:	77042620	LIL' STICKS
Serial Number:	77062331	PROJECT PLAYGROUND
Serial Number:	77063051	LIL' CLUTCH
Serial Number:	77083117	SPOONFULS
Serial Number:	77090701	SERVING UP THE BEST FOR YOUR BABY
Serial Number:	77112145	DEVELOP SKILLS WITHOUT SPILLS
Serial Number:	77114944	ANYTHING FOR BABY
Serial Number:	77118413	EVERY BITE COUNTS
Serial Number:	77128010	FIRST ESSENTIALS
Serial Number:	77133963	YOGURT SIPS
Serial Number:	77149645	MOTHER NATURE MOTHER NURTURE
Serial Number:	77149648	PARENT'S PROMISE
Serial Number:	77155869	MAKING YOUR BEST EVEN BETTER
Serial Number:	77159282	
Serial Number:	77160276	ANYTHING FOR BABY
Serial Number:	77169616	POR EL BEBE, TODO
Serial Number:	77210408	REAL FRUIT. REAL EASY.
Serial Number:	77210814	VITABLOCKS
Serial Number:	77220162	CLEAR VIEW
Serial Number:	77220177	FASHION TINTS

Serial Number:	77221084	LEAKSAFE
Serial Number:	77238546	DÉLE A SU HIJO(A) UNA VENTAJA EN LA VIDA
Serial Number:	77255862	BABY BUILDERS SOLUTIONS
Serial Number:	77263418	KID SELECTS
Serial Number:	78289231	GROWING UP GERBER
Serial Number:	78337824	YOUR PARTNERS IN PARENTING
Serial Number:	78353603	EASY LATCH
Serial Number:	78353624	NATURAL WAVE MOTION
Serial Number:	78356011	
Serial Number:	78356015	
Serial Number:	78356021	
Serial Number:	78356024	
Serial Number:	78402882	START HEALTHY STAY HEALTHY
Serial Number:	78416888	
Serial Number:	78427926	EXTRA STEP
Serial Number:	78454876	FAMILY PROMISE
Serial Number:	78486034	SOFTSTART
Serial Number:	78520928	
Serial Number:	78537980	START HEALTHY STAY HEALTHY FEEDING GUIDELINES
Serial Number:	78585129	3RD FOODS
Serial Number:	78606674	MOM'S RECIPES
Serial Number:	78607202	GRINS & GIGGLES
Serial Number:	78703946	FAMILY PROMISE EASYPLAN
Serial Number:	78707798	
Serial Number:	78721998	GENTLE FLOW
Serial Number:	78749105	SIP & SMILE
Serial Number:	78755427	LIL SIDES
Serial Number:	78755439	LIL MEALS
Serial Number:	78759724	LIL SNACKS
Serial Number:	78765932	2ND FOODS
Serial Number:	78802386	ADULT ADVANTAGE
Serial Number:	78802986	THE AMAZING 24 MONTH JOURNEY
Serial Number:	78812161	GRINS & GIGGLES
Serial Number:	78827051	NATURESIPS
Serial Number:	78827059	YOJUICERS

Serial Number:	78840160	COMFORT HEALING
Serial Number:	78842325	VITABLOCKS
Serial Number:	78860111	LIL' LUNCHERS
Serial Number:	78860122	LIL' LUNCHPALS
Serial Number:	78881109	LIL' SNACKERS
Serial Number:	78892626	THE AMAZING 36 MONTH JOURNEY
Serial Number:	78892647	THE AMAZING 24 MONTH JOURNEY
Serial Number:	78892666	THE AMAZING 36 MONTH JOURNEY
Serial Number:	78904605	TEAR 'N TOTE
Serial Number:	78904610	DIVIDE 'N DINE
Serial Number:	78904615	MOVIN' UP CUP
Serial Number:	78932127	STEADY NUTRITION FOR A WOBBLY WORLD
Serial Number:	78932763	COOL TWISTIES
Serial Number:	78932774	NATURE STRIPS
Serial Number:	78932856	YOGURT MELTS
Serial Number:	78943051	ADVANTAGE FOR LIFE
Serial Number:	78943198	VITABLOCKS IRON B ZINC
Serial Number:	78973550	WOBBLY WORLD

CORRESPONDENCE DATA

Fax Number: (818)637-3311
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 818-549-6726
Email: robert.sanders@us.nestle.com
Correspondent Name: Nestle USA, Inc.
Address Line 1: 800 N. Brand Blvd., 14th Floor
Address Line 4: Glendale, CALIFORNIA 91203

DOMESTIC REPRESENTATIVE

Name: Nestle USA, Inc.
Address Line 1: 800 N. Brand Blvd., 14th Floor
Address Line 4: Glendale, CALIFORNIA 91203

NAME OF SUBMITTER:	Robert Sanders
Signature:	/Bob Sanders/
Date:	10/29/2007

Total Attachments: 6

TRADEMARK
REEL: 003649 FRAME: 0552

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Trademark Assignment

WHEREAS, Novartis AG., a Switzerland Corporation having a place of business at Lichtstrasse 35, 4002 Basel, Switzerland, (hereinafter "Assignor"); and

WHEREAS, Société des Produits Nestlé S.A., a Switzerland Corporation having a place of business at Case Postale 353, 1800 Vevey, Switzerland ("Assignee"); and

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks, trademark registrations and trademark applications listed in the attached Schedule A, as well as all of the goodwill of the business symbolized thereby and associated therewith (the "Trademarks"); and

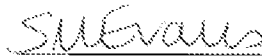
WHEREAS, Assignor is willing to transfer such right, title and interest in and to the Trademarks to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers unto Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business appurtenant to and symbolized by the Trademarks and including, without limitation, all common law rights in and to the Trademarks and the right to sue and recover for, and the right to profits or damages due or accrued or arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Trademarks, to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made.

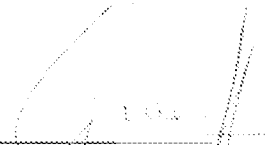
Assignor covenants and agrees to execute and deliver such other documents as Assignee may reasonably request for the purposes of transferring, recording or otherwise effectuating or perfecting the transfer and assignment confirmed herein and as originally contemplated herein.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment effective as of this 27th day of September 2007.

Novartis AG

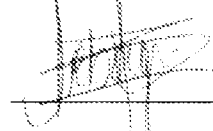


Name: Sue Evans
Title: Authorized Signatory



Genevieve Graeff
Authorized Signatory

Société des Produits Nestlé S.A.



Name: Annemieke De Koster-Arkesteijn
Title: Authorized Signatory

Schedule A

Trademark	Reg/App N°	Status
2ND FOODS	2,909,158	REG
2ND FOODS	78/765,932	PEN
3RD FOODS	2,960,698	REG
3RD FOODS	78/585,129	PEN
ADULT ADVANTAGE	78/802,386	PEN
ADVANTAGE FOR LIFE	78/943,051	PEN
ALLIGATOR WITH HAT (DEVICE)	3,274,105	REG
ANYTHING FOR BABY	77/114,944	PEN
ANYTHING FOR BABY	77/160,276	PEN
BABY BUILDERS SOLUTIONS	77/255,862	PEN
BABY'S FIRST CUP	2,841,839	REG
BARE BASICS	3,251,162	REG
BEAR WITH STREAMER (DEVICE)	3,261,887	REG
BEAVER DEVICE	3,262,445	REG
BREAKFAST BUDDIES	77/039,274	PEN
BREAST THERAPY	2,758,947	REG
BREAST THERAPY	2,757,480	REG
BUD DESIGN	77/159,282	PEN
BUNCH-A-BOWLS	2,917,514	REG
BUTTERFLY (DEVICE 1)	2,748,757	REG
BUTTERFLY (DEVICE)	78/520,928	PEN
CAT WITH HONEY POT (DEVICE)	3,269,233	REG
CLEAR VIEW	77/220,162	PEN
COMFORT HEALING	78/840,160	PEN
COMFORT LATCH	3,024,848	REG
COMFORTHOLD	3,096,432	REG
COOL TWISTIES	78/932,763	PEN
CRECIOMEGA	2,964,320	REG
DÉLE A SU HIJO(A) UNA VENTAJA EN LA VIDA	77/238,546	PEN
DEVELOP SKILLS WITHOUT SPILLS	77/112,145	PEN
DIVIDE N' DINE	78/904,610	PEN
DOCTOR DOG DEVICE	78/707,798	PEN
DOG DRESSED AS MAGICIAN (DEVICE)	78/356,015	PEN
DUCK (DEVICE)	2,760,284	REG
EASY LATCH	78/353,603	PEN
EVERY BITE COUNTS (and Device)	77/118,413	PEN
EXPRESS & GO	3,030,315	REG
EXTRA STEP	78/427,926	PEN
FAMILY PROMISE	78/454,876	PEN
FAMILY PROMISE EASYPLAN	78/703,946	PEN
FASHION TINTS	77/220,177	PEN
FIRST ESSENTIALS	77/128,010	PEN

FITS FEEDING INFANTS AND TODDLERS STUDY (AND DEVICE)	3,234,177	REG
FRUIT SPLASHERS	3,115,244	REG
FUN GRIPS	2,838,786	REG
FUN GRIPS	2,871,868	REG
GARDEN MASHERS	3,083,718	REG
GEM COLLECTION	2,810,770	REG
GENTLE FLOW	78/721,998	PEN
GENTLEFLEX	2,751,293	REG
GERBER	2,631,970	REG
GRADUATES	2,794,591	REG
GRADUATES	3,153,083	REG
GRADUATES	77/028,987	PEN
GRINS & GIGGLES	2,981,873	REG
GRINS & GIGGLES	2,981,873	REG
GRINS & GIGGLES	3,018,541	REG
GRINS & GIGGLES	78/607,202	PEN
GRINS & GIGGLES	78/812,161	PEN
GROWING UP GERBER	78/289,231	PEN
HAWAIIAN DELIGHT	3,050,341	REG
KID SELECTS	77/263,418	PEN
LAMB (DEVICE)	78/416,888	PEN
LEAKSAFE	77/221,084	PEN
LEAKSAFE DESIGN	2,768,127	REG
LIL' CLUTCH	77/063,051	PEN
LIL' CRUNCHIES	77/031,877	PEN
LIL' DIPPER	2,902,392	REG
LIL' ENTREES	2,703,258	REG
LIL' LUNCHERS	78/860,111	PEN
LIL' LUNCHPALS	78/860,122	PEN
LIL' MEALS	78/755,439	PEN
LIL' SIDES	78/755,427	PEN
LIL' SNACKERS	78/881,109	PEN
LIL' SNACKS	78/759,724	PEN
LIL' SOUPS	3,262,300	REG
LIL' STICKS	77/042,620	PEN
LIL' TRAINER TABLEWARE	3,259,373	REG
LIQUILYTES	2,826,533	REG
MAKING YOUR BEST EVEN BETTER	77/155,869	PEN
MOM'S RECIPES	78/606,674	PEN
MOOSE (DEVICE)	2,745,047	REG
MOTHER NATURE MOTHER NURTURE	77/149,645	PEN
MOVIN' UP CUP	78/904,615	PEN
MY GRIP	3,114,938	REG
NATURAL WAVE MOTION	78/353,624	PEN
NATURE STRIPS	78/932,774	PEN
NATURESIPS	78/827,051	PEN

NEW TRADITIONS	2,760,199	REG
ORBITEETHER	2,918,148	REG
ORBITEETHER (AND DEVICE)	2,968,474	REG
PARENT'S PROMISE	77/149,648	PEN
PASTA PICK-UPS	2,865,369	REG
PENGUIN WITH SCARF (DEVICE)	78/356,024	PEN
POR EL BEBE, TODO	77/169,616	PEN
PROJECT PLAYGROUND (AND DESIGN)	77/062,331	PEN
RABBIT WITH PARACHUTE (DEVICE)	78/356,021	PEN
READY SIP	2,745,062	REG
REAL FRUIT. REAL EASY.	77/210,408	PEN
SCOOPIN' SPOON	3,099,553	REG
SEAL (DEVICE)	78/356,011	PEN
SEAL'N GO	2,817,228	REG
SERVING UP THE BEST FOR YOUR BABY	77/090,701	PEN
SIMPLE RECIPE	2,785,033	REG
SIP & SMILE	78/749,105	PEN
SIPPYSNACKER	3,096,712	REG
SKIN NUTRIENTS (AND DEVICE)	2,656,667	REG
SNAP'N STORE	2,767,091	REG
SOFT STARTER	2,846,524	REG
SOFTMASSAGE PADS	3,003,052	REG
SOFTSTART	78/486,034	PEN
SPOONFULS	77/083,117	PEN
START HEALTHY STAY HEALTHY	3,094,277	REG
START HEALTHY STAY HEALTHY	78/402,882	PEN
START HEALTHY STAY HEALTHY	3,242,918	REG
START HEALTHY STAY HEALTHY (AND DESIGN)	2,981,929	REG
START HEALTHY STAY HEALTHY FEEDING GUIDELINES (AND DEVICE)	3,276,462	REG
START HEALTHY STAY HEALTHY FEEDING GUIDELINES (AND DEVICE)	78/537,980	PEN
STEADY NUTRITION FOR A WOBBLY WORLD	78/932,127	PEN
SURE FLOW VENTS	3,104,563	REG
SWIMMIES	2,917,513	REG
TEAR 'N TOTE	78/904,605	PEN
TEENY BODIES	2,696,766	REG
TEENY FACES	2,696,765	REG
THE AMAZING 24 MONTH JOURNEY	78/802,986	PEN
THE AMAZING 24 MONTH JOURNEY and Design	78/892,647	PEN

THE AMAZING 36 MONTH JOURNEY	78/892,626	PEN
THE AMAZING 36 MONTH JOURNEY and Design	78/892,666	PEN
THE START HEALTHY FEEDING GUIDELINES FOR INFANTS AND TODDLERS	3,161,198	REG
TOSSABLES	3,259,649	REG
VITABLOCKS	78/842,325	PEN
VITABLOCKS	77/210,814	PEN
VITABLOCKS and Design	78/943,198	PEN
WAGON WHEELS	3,126,726	REG
WOBBLY WORLD	78/973,550	PEN
YOGURT MELTS	78/932,856	PEN
YOGURT SIPS	77/133,963	PEN
YOJUICERS	78/827,059	PEN
YOUR PARTNERS IN PARENTING	78/337,824	PEN