

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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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:	SOCIETE ANONYME: SWITZERLAND

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Serial Number:	77260221	EVERY BITE COUNTS
Serial Number:	77243994	TODO ES PARA ELLOS
Registration Number:	3308220	GERBER

CORRESPONDENCE DATA	
Fax Number:	(973)593-7651
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	973 593 7404
Email:	peter.mock@us.nestle.com
Correspondent Name:	Jacqueline M. Stelling
Address Line 1:	12 VREELAND ROAD, 2ND FLOOR
Address Line 4:	FLORHAM PARK, NEW JERSEY 07932

ATTORNEY DOCKET NUMBER:	ASSIGNMENT OF STRAYS (3)
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DOMESTIC REPRESENTATIVE	
Name:	
Address Line 1:	

OP \$90.00 77260221

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Jacqueline M. Stelling
Signature:	/JMS/
Date:	02/19/2009

Total Attachments: 6

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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.

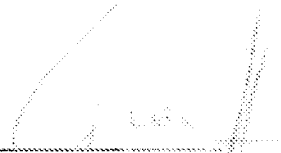
Assignor covenants and agrees to execute and deliver such other documents as Assignee may reasonably request for the purposes of transferring, recording or otherwise effectuating or perfecting the transfer and assignment confirmed herein and as originally contemplated herein.

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

Novartis AG

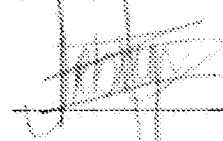


Name: Sue Evans
Title: Authorized Signatory



Genevieve Graef
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	77/260,221	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
GERBER	3,308,220	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
TODO ES PARA ELLOS	77/243,994	PEN
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