

TRADEMARK ASSIGNMENT

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

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Arquest, Inc.		05/25/2011	CORPORATION: ARKANSAS

RECEIVING PARTY DATA

Name:	Associated Hygienic Products LLC
Street Address:	3400 River Green Court
Internal Address:	Suite #600
City:	Duluth
State/Country:	GEORGIA
Postal Code:	30096
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Registration Number:	882940	SOFT 'N SNUG
Registration Number:	1546399	ZOO LOVEABLES
Registration Number:	1765263	DRI-BOTTOMS
Registration Number:	1803732	ALPHA ZOO-LOVEABLES
Registration Number:	1988308	QUICK STICK TABS
Registration Number:	2136935	THE MEASURABLE DIFFERENCE
Registration Number:	2136936	ARQUEST
Registration Number:	2420062	FUN PANTS
Registration Number:	2433762	THE MEASURABLE DIFFERENCE
Registration Number:	2974419	SLEEP WELL
Registration Number:	2979836	SOFT STRIDES
Registration Number:	3098941	GOOD SLEEP
Registration Number:	3098942	SLEEP FIT

OP \$415.00 882940

Registration Number:	3283959	DESIGNER S-T-R-E-T-C-H
Registration Number:	3420670	LITTLE LEARNERS
Serial Number:	85211938	BABY BLUES DIAPERS

CORRESPONDENCE DATA

Fax Number: (713)651-5246
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 713-651-3745
Email: bcobb@fulbright.com
Correspondent Name: Huyen Luong
Address Line 1: 1301 McKinney Street
Address Line 2: Suite 5100
Address Line 4: Houston, TEXAS 77010

ATTORNEY DOCKET NUMBER:	11103918 AHP/ARQUEST
NAME OF SUBMITTER:	Huyen Luong
Signature:	/s/ Huyen Luong
Date:	06/17/2011

Total Attachments: 7
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TRADEMARK ASSIGNMENT

This ASSIGNMENT, made by Arquest, Inc., an Arkansas corporation (hereinafter referred to as "Assignor");

WHEREAS, Assignor has adopted and has used the marks set forth in Exhibit A hereof (collectively, the "Marks") in the United States and elsewhere; and

WHEREAS, Associated Hygienic Products LLC, a Delaware limited liability company (hereinafter referred to as "Assignee"), desires to acquire the entire right, title and interest in the Marks and the goodwill of the business associated with the Marks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign and transfer to the Assignee the entire right, title, and interest in and to the registrations for the Marks, together with the goodwill of the business symbolized by the Marks and the registration thereof, and all other rights which Assignor has enjoyed thereunder, including any and all rights of recovery based on past infringement of the Marks and/or registrations, the same to be held and enjoyed by the Assignee, its successors, and assigns forever and to the full end of the terms for which any of the aforesaid Marks are registered and any renewals of the terms thereof;

AND FOR THE SAME CONSIDERATION, the Assignor hereby covenants and agrees that, at the time of execution this Assignment, the Assignor is the sole and lawful owner of the entire right, title, and interest in and to the said registrations and believes it is the sole and lawful owner of the entire right, title, and interest to the Marks and said goodwill associated therewith and that the same are unencumbered and that the Assignor has good and full right and lawful authority to sell and convey the same in the manner herein set forth;

AND FOR THE SAME CONSIDERATION, the Assignor also hereby covenants and agrees that the Assignor will, whenever counsel of the Assignee or the counsel of its successors, legal representatives, and assigns shall advise that it is lawful and desirable, and the Assignor's counsel has approved of such actions, such approval not to unreasonably be withheld, sign all papers and documents, deliver necessary documents including original registration certificates, if available,

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take all lawful oaths, execute separate confirmatory assignments, and do all acts reasonably necessary or desirable to be done for the procurement, maintenance, enforcement, and defense of said Marks and registration thereof without charge to the Assignee, its successors, legal representatives, and assigns, other than reasonable costs and expenses, including without limitation legal fees, incurred by the Assignor or any of its employees, agents, and representatives in connection with the foregoing actions.

IN WITNESS WHEREOF, the Parties have executed this Assignment on the date shown below.

ASSIGNOR:

ARQUEST, INC.

By:  _____

Name: **MATHEW RINALDI**

Title: **CHIEF EXECUTIVE OFFICER AND PRESIDENT**

Date: May 25, 2011

ASSIGNEE:

ASSOCIATED HYGIENIC PRODUCTS LLC

By: _____

Name:

Title:

Date: _____

[Signature Page to Trademark Assignment]

TRADEMARK
REEL: 004564 FRAME: 0854

IN WITNESS WHEREOF, the Parties have executed this Assignment on the date shown below.

ASSIGNOR:

ARQUEST, INC.

By: _____

Name:

Title:

Date: _____

ASSIGNEE:

ASSOCIATED HYGIENIC PRODUCTS LLC

By:  _____

Name: George N. JACKSON III

Title: President & CEO

Date: May 25, 2011 _____

[Signature Page to Trademark Assignment]

Exhibit A

Trademark Portfolio of Arquest, Inc.
Status as of April 4, 2011

1. U.S. Trademark Registrations

Trademark	Trademark Status	Application No. / Filing Date	Registration No. / Registration Date	Class	Next Deadline	Expiration Date*
"SOFT 'N SNUG"	Registered	72/321,656 03/13/1969	882,940 12/23/1969	25	Renewal Due 12/23/2019	12/23/2019
"ZOO LOVEABLES"	Registered	73/757,769 10/13/1988	1,546,399 07/04/1989	16	Renewal Due 07/04/2019	07/04/2019
"DRI-BOTTOMS"	Registered	74/237,976 01/16/1992	1,765,263 04/13/1993	16	Renewal Due 04/13/2013	04/13/2013
"ALPHA ZOO-LOVEABLES"	Registered	74/310,602 09/03/1992	1,803,732 11/09/1993	16	Renewal Due 11/09/2013	11/09/2013
"QUICK STICK TABS"	Registered	74/676,312 05/11/1995	1,988,308 07/23/1996	16	Renewal Due 07/23/2016	07/23/2016
"THE MEASURABLE DIFFERENCE"	Registered	75/211,877 12/12/1996	2,136,935 02/17/1998	40	Renewal Due 02/17/2018	02/17/2018
"ARQUEST"	Registered	75/211,885 12/12/1996	2,136,936 02/17/1998	40	Renewal Due 02/17/2018	02/17/2018
"FUN PANTS"	Registered	75/711,326 05/21/1999	2,420,062 01/09/2001	16	Renewal Due 01/09/2021	01/09/2021
"THE MEASURABLE DIFFERENCE"	Registered	75/211,883 12/12/1996	2,433,762 03/06/2001	16	Renewal Due 03/06/2021	03/06/2021
"SLEEP WELL"	Registered	78/355,389 01/22/2004	2,974,419 07/19/2005	16	Section 8 & 15 Due 07/19/2011	07/19/2015

* Note: All Expiration Dates assume that all filings required to be made prior to such date are timely filed and accepted. Registrations will only expire if appropriate renewal applications are not timely filed.

Trademark Portfolio of Arquest, Inc.
Status as of April 4, 2011

Trademark	Trademark Status	Application No. / Filing Date	Registration No. / Registration Date	Class	Next Deadline	Expiration Date*
"SOFT STRIDES"	Registered	78/370,714 02/19/2004	2,979,836 07/26/2005	16	Section 8 & 15 Due 07/26/2011	07/26/2015
"GOOD SLEEP"	Registered	78/355,390 01/22/2004	3,098,941 05/30/2006	16	Section 8 & 15 Due 05/30/2012	05/30/2016
"SLEEP FIT"	Registered	78/355,391 01/22/2004	3,098,942 05/30/2006	16	Section 8 & 15 Due 05/30/2012	05/30/2016
"DESIGNER S-T-R-E-T-C-H"	Registered	77/031,140 10/27/2006	3,283,959 08/21/2007	16	Section 8 Due 08/21/2013	08/21/2017
"LITTLE LEARNERS"	Registered	78/949,464 08/10/2006	3,420,670 04/29/2008	16	Section 8 & 15 Due 04/29/2014	04/29/2018

2. U.S. Trademark Applications

Trademark	Trademark Status	Application No. / Filing Date	Registration No. / Registration Date	Class	Next Deadline	Expiration Date*
"BABY BLUES DIAPERS"	Pending	85/211,938 01/06/2011	N/A	16	Response to Office Action Due by 09/29/2011	N/A

* Note: All Expiration Dates assume that all filings required to be made prior to such date are timely filed and accepted. Registrations will only expire if appropriate renewal applications are not timely filed.

Trademark Portfolio of Arquest, Inc.
Status as of April 4, 2011

3. Canadian Trademark Registrations

Trademark	Trademark Status	Application No. / Filing Date	Registration No. / Registration Date	Class	Next Deadline	Expiration Date*
"WHENEVER"	Registered	558313 03/04/1986	TMA330,233 07/17/1987	N/A	Renewal Due 07/17/2017	07/17/2017
"DRI-BOTTOMS"	Registered	752467 04/15/1994	TMA457,771 05/24/1996	N/A	Renewal Due 05/24/2011	05/24/2011
"QUICK STICK TABS"	Registered	797,099 11/10/1995	TMA473,406 03/24/1997	N/A	Renewal Due 03/24/2012	03/24/2012
"ARQUEST"	Registered	846,600 05/30/1997	TMA508,083 02/15/1999	N/A	Renewal Due 02/15/2014	02/15/2014
"THE MEASURABLE DIFFERENCE"	Registered	846,598 05/30/1997	TMA508,084 02/15/1999	N/A	Renewal Due 02/15/2014	02/15/2014
"ZOO LOVEABLES"	Registered	827,678 11/01/1996	TMA518,715 10/27/1999	N/A	Renewal Due 10/27/2014	10/27/2014
"SOFT 'N SNUG"	Registered	1150023 08/19/2002	TMA647,547 09/08/2005	N/A	Renewal Due 09/08/2020	09/08/2020

4. Mexican Trademark Registration

Trademark	Trademark Status	Application No. / Filing Date	Registration No. / Registration Date	Classes	Next Deadline	Expiration Date*
"DRI-BOTTOMS"	Registered	162.248 03/05/1993	518.555 03/08/1996	16, 28	Renewal Due 03/05/2013	03/05/2013

* Note: All Expiration Dates assume that all filings required to be made prior to such date are timely filed and accepted. Registrations will only expire if appropriate renewal applications are not timely filed.