

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM329323

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TOMY SHOP, INC.		12/28/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	BELLA B BODYCARE, INC.		
Street Address:	5 Argonaut		
City:	Aliso Viejo		
State/Country:	CALIFORNIA		
Postal Code:	92565		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2876548	DUE MATERNITY	
CORRESPONDENCE DATA			
Fax Number:	3128760288		
<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>			
Phone:	312-876-7100		
Email:	jlgrubner@arnstein.com		
Correspondent Name:	Judith L. Grubner		
Address Line 1:	Arnstein & Lehr LLP		
Address Line 2:	120 S. Riverside Plaza, Ste. 1200		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	36426-0001 DUE MATERNITY		
NAME OF SUBMITTER:	Judith L. Grubner		
SIGNATURE:	/judith l grubner/		
DATE SIGNED:	01/18/2015		
Total Attachments: 4			
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source=tomy shop assign bella B bodycare#page2.tif			
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OP \$40.00 2876548

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made as of the 28th day of December, 2011, by and between TOMY SHOP, INC., a Delaware corporation ("Assignor") and BELLA B BODYCARE, INC., a California corporation ("Assignee").

RECITALS

- A. Pursuant to an Asset Purchase Agreement dated as of the date hereof ("Asset Purchase Agreement") between the Assignor and the Assignee, the Assignee has agreed to purchase certain assets of the Assignor.
- B. Assignor is the owner of the Assigned Trademarks (as defined below).
- C. Assignor desires to grant an assignment of all of its right, title, and interest in and to the Assigned Trademarks to Assignee, and Assignee desires to accept such assignment.

AGREEMENT

For valuable consideration (including that recited in the Asset Purchase Agreement), the receipt and sufficiency of which is hereby acknowledged, and in consideration of the covenants and agreements set forth herein, Assignor and Assignee mutually agree as follows:

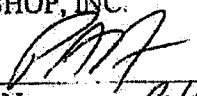
1. Definition of Assigned Trademarks. The term "Assigned Trademarks" shall mean the trademark application and registrations listed in Appendix A, as well as: (a) all common law rights therein; (b) all goodwill associated therewith; (c) all renewals thereof; and (d) all rights of action, powers and benefits accrued thereto, including the right to sue for and collect damages and payments for past or future infringements thereof.
2. Assignment of the Assigned Trademarks. Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns all of Assignor's right and title to and interest in the Assigned Trademarks.
3. Further Assurances. Upon request by Assignee, Assignor shall take, or cause to be taken, all actions and do, or cause to be done, all things necessary, proper or appropriate to confirm Assignee's ownership of the Assigned Trademarks and to otherwise effectuate the transactions contemplated by this Assignment.

[Signature page to follow.]

IN WITNESS WHEREOF, this Assignment has been duly executed by Assignor and Assignee as of the date first written above.

ASSIGNOR:

TOMY SHOP, INC.

By: 
Print Name Peter A. Nicholson
Title CEO

ASSIGNEE:

BELLA B BODYCARE, INC.

By: _____
Print Name _____
Title _____

IN WITNESS WHEREOF, this Assignment has been duly executed by Assignor and Assignee as of the date first written above.


ASSIGNOR:

TOMY SHOP, INC.

By: _____
Print Name _____
Title _____

ASSIGNEE:

BELLA B BODYCARE, INC.

By:  _____
Print Name Jon Harb
Title President

APPENDIX A

Assigned Federal Trademark Application

Mark	Country	Reg. No.	Filing Date	Reg. Date
DUE MATERNITY	U.S.	2876548	May 30, 2003	August 24, 2004

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