

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM345889

|   |  |                       |                    |
|---|--|-----------------------|--------------------|
| <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> |
| Ayablu Incorporated   |  | 05/20/2015            | CORPORATION:       |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                    |
| <b>Name:</b>  | The Burt's Bees Products Company                   |                       |                    |
| <b>Street Address:</b>  | 1221 Broadway                                      |                       |                    |
| <b>City:</b>  | Oakland  |                       |                    |
| <b>State/Country:</b>   | CALIFORNIA   |                       |                    |
| <b>Postal Code:</b>   | 94612  |                       |                    |
| <b>Entity Type:</b>   | CORPORATION: DELAWARE                              |                       |                    |
| <b>PROPERTY NUMBERS Total: 6</b>  |  |                       |                    |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                    |
| <b>Registration Number:</b>   | 4625232  | NURTURE NATURALLY     |                    |
| <b>Registration Number:</b>   | 4625231  | NURTURE NATURALLY     |                    |
| <b>Registration Number:</b>   | 4475209  | THE BEE GUARANTEE     |                    |
| <b>Registration Number:</b>   | 4474837  |                       |                    |
| <b>Registration Number:</b>   | 4500832  |                       |                    |
| <b>Registration Number:</b>   | 4551444  |                       |                    |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                    |
| <b>Fax Number:</b>  |  |                       |                    |
| <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> |  |                       |                    |
| <b>Phone:</b>   | 510-208-1496                                       |                       |                    |
| <b>Email:</b>   | trademarks@clorox.com                              |                       |                    |
| <b>Correspondent Name:</b>  | Adam C. Brink                                      |                       |                    |
| <b>Address Line 1:</b>  | 1221 Broadway                                      |                       |                    |
| <b>Address Line 4:</b>  | Oakland, CALIFORNIA 94612                          |                       |                    |
| <b>ATTORNEY DOCKET NUMBER:</b>  | TM/ BURT'S   |                       |                    |
| <b>NAME OF SUBMITTER:</b>   | Adam C. Brink                                      |                       |                    |
| <b>SIGNATURE:</b>   | /adam brink/                                       |                       |                    |
| <b>DATE SIGNED:</b>   | 06/25/2015   |                       |                    |

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**Total Attachments: 3**

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**TRADEMARK ASSIGNMENT**

This Trademark Assignment is effective as of the 20<sup>th</sup> day of May, 2015.

WHEREAS, Ayablu Incorporated, a Delaware corporation, with an address of 85 Mill Plain Road #V1, Fairfield, Connecticut 06824 (hereinafter referred to as "Assignor"), is the owner of the trademarks listed on Schedule A ("Marks") as well as the trademark registrations for the same listed on Schedule B;

WHEREAS, The Burt's Bees Products Company, a Delaware corporation, with an address of 1221 Broadway, Oakland, California 94612 (hereinafter referred to as "Assignee") desires to acquire the Marks, and any and all registrations and applications therefore, together with the goodwill of the business symbolized by the Marks; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, the entire right, title and interest, whether statutory or at common law, in and to the Marks, together with the goodwill of the business symbolized by the Marks throughout the world and any and all applications and/or registrations therefor, together with all causes of action for previously occurring infringements of the rights being assigned, and the right to receive and retain the proceeds relating to those infringements.

AYABLU INCORPORATED

By: 

Name: Maria Nyline-Asker

Title: President

THE BURT'S BEES PRODUCTS COMPANY

By: 

Name: Cheryl Bruce

Title: Assistant Secretary

**SCHEDULE A**

**TRADEMARKS**


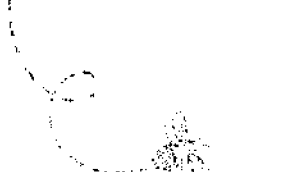

**NURTURE NATURALLY**

**THE BEE GUARANTEE**



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**SCHEDULE B**  
**REGISTRATIONS**

| Country       | Mark  | Registration No. | Classes   |
|---------------|---|------------------|-----------|
| United States | NURTURE<br>NATURALLY  | 4625232          | 24        |
| United States | NURTURE<br>NATURALLY  | 4625231          | 25        |
| United States | THE BEE<br>GUARANTEE  | 4475209          | 24, 25    |
| United States |    | 4474837          | 5, 24, 25 |
| United States |   | 4500832          | 24, 25    |
| United States |  | 4551444          | 35        |

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