

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
C.B. Fleet Investment Corporation		12/13/2013	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	C.B. Fleet Company, Incorporated
Street Address:	4615 Murray Place
City:	Lynchburg
State/Country:	VIRGINIA
Postal Code:	24502
Entity Type:	CORPORATION: VIRGINIA

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3244787	NEUTRESSE
Registration Number:	3160996	EASY SQUEEZE
Registration Number:	1692343	COMFORTIP
Registration Number:	4223020	PROBIOTIC YUMS
Registration Number:	3099716	THE MOST TRUSTED NAME IN LAXATIVES
Registration Number:	3175530	ISLAND ESCAPE
Registration Number:	3188288	SWEET ROMANCE
Registration Number:	3181960	TROPICAL RAIN

CORRESPONDENCE DATA

Fax Number:

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 202-772-5333
 Email: preichertz@sheppardmullin.com
 Correspondent Name: Peter S. Reichertz, Esq.

900274606

**TRADEMARK
 REEL: 005173 FRAME: 0859**

OP \$215.00 3244787

Address Line 1: 1300 I Street, N.W., 11th Floor East
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

NAME OF SUBMITTER:	Peter S. Reichertz
Signature:	/Peter S. Reichertz/
Date:	12/14/2013

Total Attachments: 16

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ASSIGNMENT OF TRADEMARK REGISTRATION

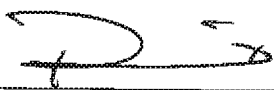
Whereas C.B. Fleet Investment Corporation (Assignor), a Delaware corporation, has adopted, used and is using the trademark which was registered in the United States Patent and Trademark Office under Registration No. 1692343 (COMFORTIP); and

Whereas C.B. Fleet Company, Incorporated (Assignee), a Virginia corporation, located at 4615 Murray Place, Lynchburg, Virginia 24502, is desirous of acquiring said trademark and the registration thereof and any goodwill of the business pertaining thereto;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Instead, Inc. does hereby assign unto the said C.B. Fleet Company, Incorporated all right, title and interest it may own in and to the said trademark, together with any goodwill of the business symbolized by the trademark, and the above identified registration thereof.

C.B. Fleet Investment Corporation

Date: December 13, 2013

By:  _____

Name: Robert A. Lemon, Jr.

Title: President

State of Virginia)
) ss:
City of Lynchburg)

On this 13th day of December, 2013, before me appeared
Robert A. Pearson, Jr., the person who signed this instrument, who
acknowledged that he signed it as a free act on behalf of the identified assignor with authority to
do so.

Debra Harvey Payne
Notary Public

My Commission Expires: 11/30/2016



ASSIGNMENT OF TRADEMARK REGISTRATION

Whereas C.B. Fleet Investment Corporation (Assignor), a Delaware corporation, has adopted, used and is using the trademark which was registered in the United States Patent and Trademark Office under Registration No. 3160996 (EASY SQUEEZE); and

Whereas C.B. Fleet Company, Incorporated (Assignee), a Virginia corporation, located at 4615 Murray Place, Lynchburg, Virginia 24502, is desirous of acquiring said trademark and the registration thereof and any goodwill of the business pertaining thereto;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Instead, Inc. does hereby assign unto the said C.B. Fleet Company, Incorporated all right, title and interest it may own in and to the said trademark, together with any goodwill of the business symbolized by the trademark, and the above identified registration thereof.

C.B. Fleet Investment Corporation

Date: December 13, 2013

By:  _____

Name: Robert A. Lemon, Jr.

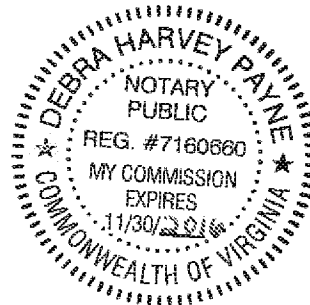
Title: President

State of Virginia)
) ss:
City of Lynchburg)

On this 13th day of December, 2013, before me appeared Robert A. Benson, Jr., the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified assignor with authority to do so.

Debra Harvey Payne
Notary Public

My Commission Expires: 11/30/2016



ASSIGNMENT OF TRADEMARK REGISTRATION

Whereas C.B. Fleet Investment Corporation (Assignor), a Delaware corporation, has adopted, used and is using the trademark which was registered in the United States Patent and Trademark Office under Registration No. 3175530 (ISLAND ESCAPE); and

Whereas C.B. Fleet Company, Incorporated (Assignee), a Virginia corporation, located at 4615 Murray Place, Lynchburg, Virginia 24502, is desirous of acquiring said trademark and the registration thereof and any goodwill of the business pertaining thereto;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Instead, Inc. does hereby assign unto the said C.B. Fleet Company, Incorporated all right, title and interest it may own in and to the said trademark, together with any goodwill of the business symbolized by the trademark, and the above identified registration thereof.

C.B. Fleet Investment Corporation

Date: December 13, 2013

By: 

Name: Robert A. Lemon, Jr.

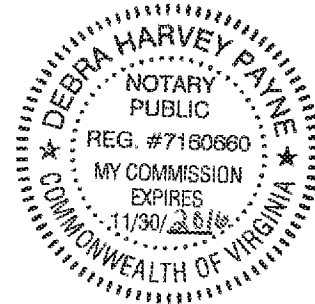
Title: President

State of Virginia)
) ss:
City of Lynchburg)

On this 13th day of December, 2013, before me appeared
Robert A. Linneman, Jr., the person who signed this instrument, who
acknowledged that he signed it as a free act on behalf of the identified assignor with authority to
do so.

Debra Harvey Payne
Notary Public

My Commission Expires: 11/30/2016



ASSIGNMENT OF TRADEMARK REGISTRATION

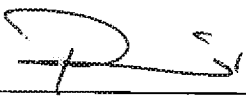
Whereas C.B. Fleet Investment Corporation (Assignor), a Delaware corporation, has adopted, used and is using the trademark which was registered in the United States Patent and Trademark Office under Registration No. 3244787 (NEUTRESSE); and

Whereas C.B. Fleet Company, Incorporated (Assignee), a Virginia corporation, located at 4615 Murray Place, Lynchburg, Virginia 24502, is desirous of acquiring said trademark and the registration thereof and any goodwill of the business pertaining thereto;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Instead, Inc. does hereby assign unto the said C.B. Fleet Company, Incorporated all right, title and interest it may own in and to the said trademark, together with any goodwill of the business symbolized by the trademark, and the above identified registration thereof.

C.B. Fleet Investment Corporation

Date: December 13, 2013

By: 

Name: Robert A. Lemon, Jr.

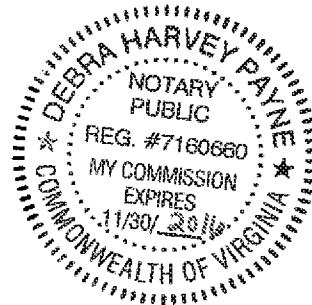
Title: President

State of Virginia)
) ss:
City of Lynchburg)

On this 13th day of December, 2013, before me appeared
Robert A. Benson, Jr., the person who signed this instrument, who
acknowledged that he signed it as a free act on behalf of the identified assignor with authority to
do so.

Debra Harvey Payne
Notary Public

My Commission Expires: 11/30/2016



ASSIGNMENT OF TRADEMARK REGISTRATION

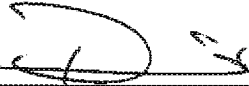
Whereas C.B. Fleet Investment Corporation (Assignor), a Delaware corporation, has adopted, used and is using the trademark which was registered in the United States Patent and Trademark Office under Registration No. 4223020 (PROBIOTIC YUMS); and

Whereas C.B. Fleet Company, Incorporated (Assignee), a Virginia corporation, located at 4615 Murray Place, Lynchburg, Virginia 24502, is desirous of acquiring said trademark and the registration thereof and any goodwill of the business pertaining thereto;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Instead, Inc. does hereby assign unto the said C.B. Fleet Company, Incorporated all right, title and interest it may own in and to the said trademark, together with any goodwill of the business symbolized by the trademark, and the above identified registration thereof.

C.B. Fleet Investment Corporation

Date: December 13, 2013

By:  _____

Name: Robert A. Lemon, Jr.

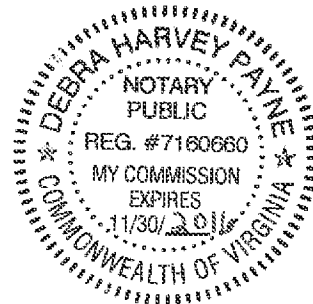
Title: President

State of Virginia)
) ss:
City of Lynchburg)

On this 13th day of December, 2013, before me appeared
Robert A. Hermon, Jr., the person who signed this instrument, who
acknowledged that he signed it as a free act on behalf of the identified assignor with authority to
do so.

Debra Harvey Payne
Notary Public

My Commission Expires: 11/30/2016



ASSIGNMENT OF TRADEMARK REGISTRATION

Whereas C.B. Fleet Investment Corporation (Assignor), a Delaware corporation, has adopted, used and is using the trademark which was registered in the United States Patent and Trademark Office under Registration No. 3188288 (SWEET ROMANCE); and

Whereas C.B. Fleet Company, Incorporated (Assignee), a Virginia corporation, located at 4615 Murray Place, Lynchburg, Virginia 24502, is desirous of acquiring said trademark and the registration thereof and any goodwill of the business pertaining thereto;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Instead, Inc. does hereby assign unto the said C.B. Fleet Company, Incorporated all right, title and interest it may own in and to the said trademark, together with any goodwill of the business symbolized by the trademark, and the above identified registration thereof.

C.B. Fleet Investment Corporation

Date: December 13, 2013

By:  _____

Name: Robert A. Lemon, Jr.

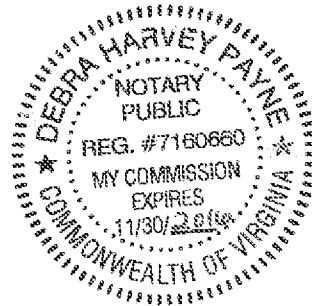
Title: President

State of Virginia)
) ss:
City of Lynchburg)

On this 13th day of December, 2013, before me appeared
Robert A. Henry, Jr., the person who signed this instrument, who
acknowledged that he signed it as a free act on behalf of the identified assignor with authority to
do so.

Debra Harvey Payne
Notary Public

My Commission Expires: 11/30/2016



ASSIGNMENT OF TRADEMARK REGISTRATION

Whereas C.B. Fleet Investment Corporation (Assignor), a Delaware corporation, has adopted, used and is using the trademark which was registered in the United States Patent and Trademark Office under Registration No. 3099716 (THE MOST TRUSTED NAME IN LAXATIVES); and

Whereas C.B. Fleet Company, Incorporated (Assignee), a Virginia corporation, located at 4615 Murray Place, Lynchburg, Virginia 24502, is desirous of acquiring said trademark and the registration thereof and any goodwill of the business pertaining thereto;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Instead, Inc. does hereby assign unto the said C.B. Fleet Company, Incorporated all right, title and interest it may own in and to the said trademark, together with any goodwill of the business symbolized by the trademark, and the above identified registration thereof.

C.B. Fleet Investment Corporation

Date: December 13, 2013

By:  _____

Name: Robert A. Lemon, Jr.

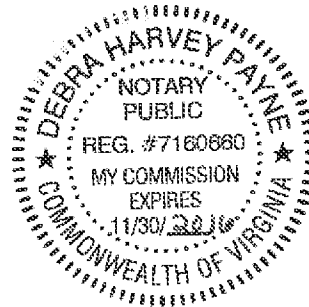
Title: President

State of Virginia)
) ss:
City of Lynchburg)

On this 13th day of December, 2013, before me appeared
Robert A. Jensen, Jr., the person who signed this instrument, who
acknowledged that he signed it as a free act on behalf of the identified assignor with authority to
do so.

Debra Harvey Payne
Notary Public

My Commission Expires: 11/30/2016



ASSIGNMENT OF TRADEMARK REGISTRATION

Whereas C.B. Fleet Investment Corporation (Assignor), a Delaware corporation, has adopted, used and is using the trademark which was registered in the United States Patent and Trademark Office under Registration No. 3181960 (TROPICAL RAIN); and

Whereas C.B. Fleet Company, Incorporated (Assignee), a Virginia corporation, located at 4615 Murray Place, Lynchburg, Virginia 24502, is desirous of acquiring said trademark and the registration thereof and any goodwill of the business pertaining thereto;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Instead, Inc. does hereby assign unto the said C.B. Fleet Company, Incorporated all right, title and interest it may own in and to the said trademark, together with any goodwill of the business symbolized by the trademark, and the above identified registration thereof.

C.B. Fleet Investment Corporation

Date: December 13, 2013

By: _____

Name: Robert A. Lemon, Jr.

Title: President

State of Virginia)
) ss:
City of Lynchburg)

On this 13th day of December, 2013, before me appeared Robert A. Larson, Jr., the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified assignor with authority to do so.

Debra Harvey Payne
Notary Public

My Commission Expires: 11/30/2016

