

1 RUSS, AUGUST & KABAT
Irene Y. Lee, State Bar No. 213625
2 E-mail: ilee@raklaw.com
3 Jean Y. Rhee, State Bar No. 234916
E-mail: jrhee@raklaw.com
4 Twelfth Floor
12424 Wilshire Boulevard
5 Los Angeles, California 90025
Telephone: 310.826.7474
6 Facsimile: 310.826.6991

7 Attorneys for Plaintiff
8 The Honest Company, Inc.

9 **UNITED STATES DISTRICT COURT**
10 **CENTRAL DISTRICT OF CALIFORNIA**

11
12 THE HONEST COMPANY, INC.
13 a Delaware corporation,

14 Plaintiff,

15 vs.

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17 REDMON COMPANY INC. d/b/a
18 HONEST HERBAL, a Colorado
corporation,

19 Defendant.

CASE NO.

COMPLAINT FOR:

1. FEDERAL TRADEMARK INFRINGEMENT UNDER 15 U.S.C. § 1114;
2. FEDERAL UNFAIR COMPETITION AND FALSE ADVERTISING UNDER 15 U.S.C. § 1125(a);
3. COMMON LAW TRADEMARK INFRINGEMENT;
4. UNFAIR COMPETITION UNDER CALIFORNIA BUSINESS & PROFESSIONS CODE §§ 17200, *ET SEQ.*; AND
5. COMMON LAW UNFAIR COMPETITION.

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26 DEMAND FOR JURY TRIAL

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1 Plaintiff The Honest Company, Inc. (“The Honest Co.”) alleges as follows
2 against defendant Redmon Company Inc. (“Defendant” or “Redmon”) in this case
3 arising out of Defendant’s use of the infringing mark, “HONEST HERBAL”
4 (“Infringing Mark”):

5 **The Honest Co. Story**

6 1. The Honest Co. is a leading lifestyle brand that has enjoyed, and
7 continues to enjoy, a tremendous amount of success. Founded in 2011, The Honest
8 Co. offers consumers high quality products that are safe, effective, beautifully
9 designed, affordable, and responsibly made. Now offering well over 100 products in
10 the areas of personal care, beauty, baby care, home care, and health and wellness,
11 The Honest Co. has experienced what Forbes describes as “an absurd level of
12 growth.” The Honest Co.’s mission is to empower people to live happy and healthy
13 lives, and to become a true omni-channel, twenty-first century consumer lifestyle
14 brand.

15 2. The Honest Co.’s meteoric rise is due not only to its deep understanding
16 of the needs of its core consumers, and its ability to meet those needs by delivering
17 high quality products in a consumer friendly manner, but also to the expenditure of
18 years of time and effort and tens of millions of dollars devoted to designing and
19 marketing “HONEST” branded products and the resulting goodwill associated with
20 its “HONEST” brand.

21 3. In a relatively short time, The Honest Co. has received widespread and
22 favorable public acceptance and recognition, nationally and internationally, and the
23 “HONEST” brand has become a highly recognized trademark and symbol of its
24 quality products and goodwill.

25 4. To protect its investment and the goodwill associated with its
26 “HONEST” brand, The Honest Co. has filed over 100 applications and obtained over
27 50 registrations for the family of “HONEST” marks in the United States alone,
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1 covering a wide range of goods and services, including face and body lotions, skin
 2 care preparations, vitamins, dietary supplements, apparel, and retail services
 3 featuring various consumer products.

4 5. The Honest Co. currently owns a number of valid and subsisting United
 5 States trademark and service mark registrations and applications for a family of
 6 “HONEST” marks covering a wide variety of goods and services, including those
 7 protected under International Classes 3, 5, 24, 25, and 35 as listed below
 8 (collectively, the marks and goods and services set forth in Paragraphs 1 to 4 above
 9 and in this Paragraph are referred to as “HONEST Marks” and “Honest Co.’s
 10 Products and Services”):

Mark	Ser. No. Filing Date/ Reg. No. Reg. Date	Goods/Services
HONEST	85778060 13-Nov-2012 4744028 26-May-2015	3 - All-purpose cleaners; Anti-static dryer sheets; Baby bubble bath; Baby hair conditioner; Baby hand soap; Baby lotion; Baby oil; Baby shampoo; Baby wipes; Bar soap; Body lotion; Body oil; Body wash; Cleaner for use on floors and windows; Cleaning agents for cleaning surfaces; Deodorants and antiperspirants; Detergent soap; Dish detergents; Dishwasher detergents; Dishwashing detergents; Fabric softeners for laundry use; Face and body lotions; Facial lotion; Facial moisturizer with SPF; Fruit and vegetable wash; Hair sprays; Hand soaps; Laundry detergent; Laundry soap; Lip balm; Liquid soap; Liquid soaps for hands and face; Liquid soaps for hands, face and body; Make-up remover; Mouthwash; Non-medicated diaper rash cream; Non-medicated skin care preparations, namely, nipple cream; Rinse agents for dishwashing machines; Room fragrances; Soaps and detergents; Soaps for

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Mark	Ser. No. Filing Date/ Reg. No. Reg. Date	Goods/Services
		babies; Soaps for body care; Soaps for household use; Soaps for personal use; Stain removers; Sunscreen cream; Tooth paste
HONEST	86423576 14-Oct-2014	3 - (Based on Use in Commerce) Face creams for cosmetic use; Skin and body topical lotions, creams and oils for cosmetic use; Cosmetic creams for skin care; Non-medicated skin care preparations; Non-medicated skin care preparations, namely, creams, lotions, gels, toners, cleaners and peels; Non-medicated serums for use on skin; Non-medicated preparations all for the care of skin, hair and scalp; Sunscreen creams; Baby Powder; Shaving Preparations; Pre-moistened wipes; (Based on Intent To Use) Make-up removing preparations; Nail polish; Make-up for the face and body; Perfumes and colognes; Cosmetic sunscreen preparations; Exfoliants for skin; Cosmetics and make-up; Eyebrow cosmetics
HONEST	85983363 13-Nov-2012 4696715 3-Mar-2015	5- Anti-insect spray; Antibacterial alcohol skin sanitizer gel; Baby diapers; Disposable baby diapers; Insect repellents; Air deodorizer; Disinfectant bathroom cleaners; Rubbing compound for medical and/or therapeutic use
HONEST	86423415 14-Oct-2014	5 - Medicated hair care preparations; medicated lip balm; Medicated shaving preparations; Medicated skincare preparations; Cold symptom treatment preparations
HONEST	85777846 13-Nov-2012 4506748 1-Apr-2014	24 - Swaddling blankets, crib blankets
HONEST	85983688	25 - Hats; Hats for infants, babies, toddlers

Mark	Ser. No. Filing Date/ Reg. No. Reg. Date	Goods/Services
	13-Nov-2012 4809062 8-Sep-2015	and children; Infant wear
HONEST	85777882 13-Nov-2012 4664222 30-Dec-2014	35 - Retail store services featuring a wide variety of consumer goods namely eco-friendly baby products, baby bath products, baby diaper products; baby body care products, household cleaning products; providing consumer product information via the Internet or other communications networks; computerized on-line ordering services featuring a wide variety of consumer goods namely eco-friendly baby products, baby bath products, baby diaper products; baby body care products, household cleaning products
THE HONEST CO.	85778572 13-Nov-2012 4739478 19-May-15	3 - All-purpose cleaners; Anti-static dryer sheets; Baby bubble bath; Baby hair conditioner; Baby hand soap; Baby lotion; Baby oil; Baby shampoo; Baby wipes; Body lotion; Body oil; Body wash; Cleaning agents for cleaning surfaces; Detergent soap; Dish detergents; Dishwasher detergents; Dishwashing detergents; Fabric softeners for laundry use; Face and body lotions; Facial lotion; Facial moisturizer with SPF; Fruit and vegetable wash; Hair sprays; Hand soaps; Laundry detergent; Laundry soap; Lip balm; Liquid soap; Liquid soaps for hands and face; Liquid soaps for hands, face and body; Non-medicated diaper rash cream; Rinse agents for dishwashing machines; Soaps and detergents; Soaps for babies; Soaps for body care; Soaps for household use; Soaps for personal use; Stain removers; Sunscreen cream; Bar soap; Cleaner for use on floors

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Mark	Ser. No. Filing Date/ Reg. No. Reg. Date	Goods/Services
		and windows; Deodorants and antiperspirants; Make-up remover; Mouthwash; Non-medicated skin care preparations, namely, nipple cream; Room fragrances; Tooth paste
THE HONEST CO.	85778546 13-Nov-2012 5291212 19-Sep-2017	5 - Breast pads; Breast-nursing pads; Inserts specially adapted for cloth infant diapers made of paper; Menstruation pads; Menstruation tampons; Nursing pads; Feminine hygiene pads; Tampons
THE HONEST CO.	85983455 13-Nov-2012 4720844 14-Apr-2015	5 - Anti-insect spray; Antibacterial alcohol skin sanitizer gel; Baby diapers; Disposable baby diapers; Insect exterminating agents; Insect repellents; Air deodorizer; Disinfectant bathroom cleaners; Rubbing compound for medical and/or therapeutic use; Vitamins
THE HONEST CO.	86591489 8-Apr-2015	9 - Downloadable software application for computers and mobile devices, namely, software for providing and processing information and data in the fields of parenting, child development, health, and education; Downloadable software application for computers and mobile devices, namely, software for processing data and database management of retail store services featuring baby and baby diaper products, personal care products, cosmetics, nutritional supplements, household cleaning products, and furniture
THE HONEST CO.	85778516 13-Nov-2012 4560966 1-Jul-2014	24 - Swaddling blankets, crib blanket
THE HONEST CO.	85778533 13-Nov-2012 4550028	35 - Retail store services featuring a wide variety of consumer goods namely eco-friendly baby products, baby bath products,

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Mark	Ser. No. Filing Date/ Reg. No. Reg. Date	Goods/Services
	17-Jun-2014	baby diaper products; baby body care products, household cleaning products; providing consumer product information via the Internet or other communications networks; computerized on-line ordering services featuring a wide variety of consumer goods namely eco-friendly baby products, baby bath products, baby diaper products; baby body care products, household cleaning products
	85774180 7-Nov-2012 4739475 19-May-15	3 - All-purpose cleaners; Anti-static dryer sheets; Baby bubble bath; Baby hair conditioner; Baby hand soap; Baby lotion; Baby oil; Baby shampoo; Baby wipes; Body lotion; Body oil; Body wash; Cleaning agents for cleaning surfaces; Detergent soap; Dish detergents; Dishwasher detergents; Dishwashing detergents; Fabric softeners for laundry use; Face and body lotions; Facial lotion; Facial moisturizer with SPF; Fruit and vegetable wash; Hair sprays; Hand soaps; Laundry detergent; Laundry soap; Lip balm; Liquid soap; Liquid soaps for hands and face; Liquid soaps for hands, face and body; Non-medicated diaper rash cream; Rinse agents for dishwashing machines; Soaps and detergents; Soaps for babies; Soaps for body care; Soaps for household use; Soaps for personal use; Stain removers; Sunscreen cream; Bar soap; Cleaner for use on floors and windows; Deodorants and antiperspirants; Make-up remover; Mouthwash; Non-medicated skin care preparations, namely, nipple cream; Room fragrances; Tooth paste

Mark	Ser. No. Filing Date/ Reg. No. Reg. Date	Goods/Services
	85983362 7-Nov-2012 4713234 31-Mar-2015	5 - Anti-insect spray; Antibacterial alcohol skin sanitizer gel; Baby diapers; Disposable baby diapers; Insect exterminating agents; Insect repellents; Air deodorizer; Disinfectant bathroom cleaners; Rubbing compound for medical and/or therapeutic use; Vitamins; Disposable swim pants and Disposable training pants
	86788804 15-Oct-2015	9 - Downloadable software application for computers and mobile devices, namely, software for providing and processing information and data in the fields of personal care, health and wellness, cosmetics, make-up, skincare, hair care and beauty tips; Downloadable software application for computers and mobile devices, namely, software for processing data and database management of on-line retail store services featuring personal care products, health and wellness products, cosmetics, make-up, skincare and hair care; downloadable software application for computers and mobile devices, namely, software that enables users to access product information and reviews and enables purchases, electronic payments for purchases, order fulfillment and shipment of goods
	85774070 7-Nov-2012 4560947 1-Jul-2014	24 - Swaddling blankets, crib blankets
	85983757 7-Nov-2012 4832329 13-Oct-2015	25 - Infant wear; Hats; Hats for infants, babies, toddlers and children

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Mark	Ser. No. Filing Date/ Reg. No. Reg. Date	Goods/Services
	85774116 7-Nov-2012 4550022 17-Jun-2014	35 - Retail store services featuring a wide variety of consumer goods namely eco-friendly baby products, baby bath products, baby diaper products; baby body care products, household cleaning products; providing consumer product information via the Internet or other communications networks; computerized on-line ordering services featuring a wide variety of consumer goods namely eco-friendly baby products, baby bath products, baby diaper products; baby body care products, household cleaning products
HONEST BEAUTY	85658505 21-Jun-2012 5036713 6-Sep-2016	3 - Cosmetic creams for skin care; Cosmetic sunscreen preparations; Facial cleaners; Facial creams; Liquid soaps; Make-up kits comprised of cosmetics; Sunscreen creams; Eye creams and gels.
HONEST BEAUTY	85983205 21-Jun-2012 4696706 3-Mar-2015	3 - Cosmetics; non-medicated lip balms
HONEST BEAUTY	85658529 21-Jun-2012 4964802 24-May-2016	5 - Medicated skin care preparations
HONEST BEAUTY	86788861 15-Oct-2015	9 - Downloadable software application for computers and mobile devices, namely, software for providing and processing information and data in the fields of personal care, health and wellness, cosmetics, make-up, skincare, hair care and beauty tips; Downloadable software application for computers and mobile devices, namely, software for processing data and database management of on-line retail store services featuring personal care

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Mark	Ser. No. Filing Date/ Reg. No. Reg. Date	Goods/Services
		products, health and wellness products, cosmetics, make-up, skincare and hair care; downloadable software application for computers and mobile devices, namely, software that enables users to access product information and reviews and enables purchases, electronic payments for purchases, order fulfillment and shipment of goods
HONEST BEAUTY	86417507 7-Oct-2014	35 - On-line retail store services featuring bath products, hair care products, preparations and hair care accessories, and perfumery; Retail store services featuring bath products, hair care products, preparations and hair care accessories, and perfumery
HONEST BEAUTY	86977756 7-Oct-2014 4878813 29-Dec-2015	35 - On-line retail store services featuring beauty products accessories, body products, and bath and body accessories; Retail store services featuring cosmetics, make-up, skincare and beauty products, skincare and beauty accessories, body products, and bath and body accessories.
HONEST BEAUTY	86975486 7-Oct-2014 4739220 19-May-2015	35 - On-line retail store services featuring cosmetics, make-up, skincare and beauty products
HONEST BEAUTY	77881468 27-Nov-2009 3817736 13-Jul-2010	41 - On-line journals, namely, blogs featuring products, people, and places relating to health, beauty, and personal care.
HONEST FACE	78655730 22-Jun-2005 3231281 17-April- 2007	3 - Skin moisturizer
HONEST FACE	86371292	3 - Non-medicated beauty serums; non-

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Mark	Ser. No. Filing Date/ Reg. No. Reg. Date	Goods/Services
	19-Aug-2014	medicated facial serums; non-medicated facial brightening serums; non-medicated body serums; Age spot reducing creams; Anti-aging creams; non-medicated fortified skin brightener; non-medicated skin dark spot corrector and primer; Facial creams; Cosmetics, namely, creams, milks, lotions, gels and powders for the face, the body and the hands; Pressed face powder; Non-medicated acne treatment preparation; Cover-up in the nature of concealer, foundation, and tinted moisturizer; Under-eye concealer; Loose face powder; Facial and body soaps; Sun care preparations, namely, sun block, sun screen, sun creams, non-medicated skin care preparations; Hand lotion; Hand cream; Face lotion; Face cream; Moisturizing lotions and creams for the face and body; Moisturizing lotions and creams for the face and body that contains sunscreen; Tinted moisturizing lotions and creams for the face and body; Spray moisturizers for the face and body
HONEST MAN	86445564 5-Nov-2014	3 - Body care preparations, namely, soap, body butters, body sprays, body wash, body and bath oils, body creams, eye creams and gels, facial lotion, facial creams, non-medicated facial cleaners, facial scrubs, body scrubs, body gels, non-medicated lip balms, body lotion, toothpaste, mouth wash; Cosmetics; Exfoliants for skin; Eyebrow cosmetics; Non-medicated serums for use on skin; Non-medicated skin care preparations, namely, creams, lotions, gels, toners, cleaners, and peels; Non-medicated skin care preparations; Tinted skin moisturizer; Tinted foundation; Tinted

Mark	Ser. No. Filing Date/ Reg. No. Reg. Date	Goods/Services
		powders; Tinted concealers; Make up for face and body; Sunscreen sprays; Sunscreen creams; Scalp and hair care preparations; Hair conditioners; Hair shampoos; Shaving preparations; Shaving lotions; Perfumes, colognes, fragrances; Personal deodorants and antiperspirants; Pre-moistened cosmetic wipes 5 - Hand sanitizer; Medicated skin care preparations; Pre-moistened medicated wipes
HONESTBABY	77382456 28-Jan-2008 3492375 26-Aug-2008	25 - Infant and toddler one piece clothing; Swaddling clothes; Tops. 45 - Information in the field of parenting concerning intrafamily relationships; Providing a web site featuring information about baby names to assist web users in learning about and in choosing names for babies; Providing advice and information on appropriate gifts for children; Providing fashion information; Providing information in the field of child safety.
HONESTBABY	86587103 3-Apr-2015 4862591 1-Dec-2015	9 - Downloadable software application for computers and mobile devices in the field of parenting, child development, health, and education; Downloadable software application for computers and mobile devices for retail sales services featuring baby and baby diaper products, personal care products, cosmetics, nutritional supplements, household cleaning products, and furniture
HONESTBABY CELEBRATING THE IMPERFECT JOURNEY OF PARENTING &	77281710 17-Sep-2007 3444412 10-Jun-2008	25 - T-shirts; Infant and toddler one piece clothing. 41 - Information in the field of parenting concerning education of children; Information in the field of parenting concerning entertainment of children;

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Mark	Ser. No. Filing Date/ Reg. No. Reg. Date	Goods/Services
Design		Information on education; Providing an on-line computer database featuring information regarding exercise and fitness before and after pregnancy; News analysis and features distribution; News reporting services.
HONEST GOODS	86457712 18-Nov-2014 4844206 3-Nov-2015	35 - Online retail store services featuring garden supplies, office supplies, outdoor supplies, sporting goods, cocktail making supplies, products made of horn, knives, tools, key rings, flashlights, lighters, compasses, pens, flasks, bottle openers, money clips, combs, handmade canvas backpacks, handmade canvas handbags, wallets, first aid kits, pans, cutlery, trays, coffee making supplies, bottles and jugs made of glass or ceramics, boxes made of wood or metal, cast iron products, jars, ladders, lighting, handmade wood products, books in the fields of craftsmanship, design, travel, food, architecture
HONEST TO GOODNESS	86549135 27-Feb-2015 4790677 Aug. 11, 2015	35 - Charitable services, namely, coordination of the procurement and distribution of proceeds from retail and e-commerce sales and donation of products to organizations and communities that support healthy and safe families, people and environments; Charitable services, namely, promoting public awareness and education to support healthy and safe families, people, and environments.
HONEST MAKEUP	86388835 8-Sep-2014 4891290 26-Jan-2016	3 - Cosmetics
THE HONEST CO. THE	86495585 5-Jan-2015	5 - Vitamins; Toddler formula in the form of powder for drinks

Mark	Ser. No. Filing Date/ Reg. No. Reg. Date	Goods/Services
HONEST CO. & Design		
THE HONEST CO. THE HONEST CO. & Design	86979158 5-Jan-2015 5005152 19-Jul-2016	5 - Dietary supplements; Infant formula

6. Attached as **Exhibit A** are true and correct copies of trademark registration certificates for the HONEST Marks for goods and services in International Classes 3, 5, 24, 25, and 35.

7. The HONEST Marks have garnered considerable media attention and have been featured on television broadcasts, newspapers, websites, and magazines such as *Good Morning America*, *Today*, *The View*, *Ellen*, *Forbes magazine*, *CNN*, *CBS*, *KTLA*, *Self.com*, *Martha Stewart*, *Rachael Ray*, *Jimmy Kimmel*, *The New York Times*, *Glamour*, *InStyle*, *Pregnancy & Newborn*, *Family Circle*, *Parents*, *Parenting*, *Fast Company*, *Self Magazine*, *Lucky*, *Women's Health*, *Woman's Day*, *People*, *US Weekly*, *Redbook*, *Real Simple*, *WallStreetJournal.com*, *E! News*, *Food Network*, *Nightline*, *The Dr. Oz Show*, *Fox Business*, and *Live with Kelly*, just to name a few.

8. The Honest Co. markets and sells its brand and products online at www.honest.com, where it has more than 11.3 million registered users, through national retailers such as Amazon.com, Target, Costco, Whole Foods, Nordstrom, and BuyBuyBaby, and in hundreds of smaller boutique shops across the country.

9. One of The Honest Co.'s most successful products is its face + body lotion, which has been continually marketed and sold since in or about January 2012. The Honest Co. has also been actively using the HONEST Marks on vitamins and dietary supplements since in or about May 2013, and on apparel items since at least February 2015. On information and belief, these uses by The Honest Co. long

1 predate the first use in commerce by Defendant of the Infringing Mark on any
2 products, which use only began in late 2016.

3 **Defendant and the Infringing Mark**

4 10. According to its website, www.honestherbal.com, and its Facebook and
5 Instagram pages, Defendant is a “health and wellness company” that markets and
6 sells various HONEST HERBAL-branded products, including lotions, creams,
7 supplements, and apparel items, such as scarves, “nationwide.” Defendant’s
8 marketing and sales efforts are made both online and through distributors, and at
9 events, such as the Chalice California Festival. Attached as **Exhibit B** are true and
10 correct screenshots directly from Defendant’s website and Facebook and Instagram
11 pages.

12 11. The Honest Co. never consented to, sponsored, endorsed, or approved
13 of Defendant’s use of the HONEST HERBAL mark in connection with the
14 marketing or sale of any products or services.

15 12. On information and belief, Defendant’s actions are willful and reflect
16 an intent to confuse consumers and profit from the goodwill and consumer
17 recognition associated with The Honest Co.’s HONEST Marks.

18 13. On September 6, 2017, in a good faith effort to resolve this matter
19 without having to resort to litigation, The Honest Co. sent a letter to Defendant,
20 asserting, *inter alia*, that the Infringing Mark is likely to cause, confusion, mistake,
21 or deception as to the affiliation, connection, or association of Defendant’s products
22 and services with The Honest Co.’s products and services, and as to the origin,
23 sponsorship, or approval of Defendant’s products and services and business
24 activities by The Honest Co. Through this letter, The Honest Co. requested that
25 Defendant cease and desist its use of the Infringing Mark, but as of the date of this
26 Complaint, Defendant has not done so. This failure to cease and desist demonstrates
27 a deliberate intent on Defendant’s part to continue to willfully infringe The Honest
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1 Co.'s HONEST Marks and unfairly compete with The Honest Co.

2 **Parties**

3 14. The Honest Co. is a Delaware corporation with a principal place of
4 business at 12130 Millennium Drive, Suite 500, Los Angeles, California 90094.

5 15. According to its filings with the Colorado Secretary of State, Redmon
6 is a Colorado corporation with an address of 7841 West Trail North Drive, Littleton,
7 Colorado 80125. Redmon did not register to use the trade name "HONEST
8 HERBAL" until on or around January 4, 2016.

9 **Jurisdiction and Venue**

10 16. The court has subject matter jurisdiction over The Honest Co.'s federal
11 claims pursuant to 15 U.S.C. § 1121, 28 U.S.C. § 1331, and 28 U.S.C. § 1338(a)-
12 (b). The court also has subject matter jurisdiction over The Honest Co.'s California
13 state law claims pursuant to 28 U.S.C. § 1367 because these claims are so related to
14 The Honest Co.'s federal claims that they form part of the same case or controversy
15 and derive from a common nucleus of operative facts.

16 17. Defendant is subject to personal jurisdiction in this court because the
17 claims asserted in this Complaint arise out of and relate to Defendant's marketing
18 and sale of its infringing products nationwide, including specifically to and from
19 within California, and The Honest Co. has suffered tortious injury in this judicial
20 district as a result thereof. As stated on its website, Defendant actively markets and
21 sells its infringing products "nationwide" through its website and social media pages,
22 which are accessible throughout California by residents in California, including in
23 the Central District of California, and ships these infringing products "to all 50
24 states." Defendant also sent salespersons to actively market and sell its infringing
25 products in person at the 2017 Chalice California Festival, which recently took place
26 in this judicial district. Attached at pages 27-29 of **Exhibit B** are true and correct
27 screenshots of postings on Defendant's "Honest Herbal" Instagram page, dated July
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1 7, 2017 and July 8, 2017, depicting its booth at the 2017 Chalice California Festival.

2 18. Venue is proper in this judicial district pursuant to 28 U.S.C. §§
3 1391(b)(2) and (3) because the claims asserted in this Complaint arise out of
4 Defendant's marketing and sales efforts aimed at, and conducted within this judicial
5 district, and because there is personal jurisdiction over Defendant here.

6 **First Cause of Action:**

7 **Infringement of Registered Trademarks (15 U.S.C. §§ 1114)**

8 19. The Honest Co. repeats the allegations of paragraphs 1-18, *supra*, and
9 incorporates them by reference as if herein set forth in their entirety.

10 20. The actions of Defendant described above, and specifically, its
11 unauthorized use of the Infringing Mark in commerce to market and sell lotions,
12 creams, supplements, and apparel items, "to all 50 states," including California,
13 constitute trademark infringement in violation of 15 U.S.C. §§ 1114.

14 21. There is a substantial likelihood that Defendant's use of the Infringing
15 Mark will cause confusion or mistake, or deceive as to the source of its products and
16 services.

17 22. As a direct and proximate result of Defendant's actions, The Honest
18 Co. has suffered, and will, unless Defendant is restrained, continue to suffer damages
19 in an amount to be proven at trial, consisting of, among other things, irreparable
20 harm and injury to its business, reputation, and goodwill. The Honest Co. has no
21 complete and adequate remedy at law, and is therefore entitled to injunctive relief
22 pursuant to 15 U.S.C. § 1116.

23 23. Pursuant to 15 U.S.C. § 1117, The Honest Co. is entitled to recover its
24 damages in an amount to be determined at trial, Defendant's profits, and the costs of
25 this action. Furthermore, because on information and belief, Defendant's actions
26 were undertaken willfully and with the intention of causing confusion, mistake, or
27 deception, The Honest Co. is entitled to recover treble damages and reasonable
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1 attorneys' fees.

2 24. The Honest Co. is also entitled to the seizure of all of Defendant's
3 infringing products pursuant to 15 U.S.C. § 1116(d), and the impoundment and
4 destruction thereof pursuant to 15 U.S.C. § 1118.

5 **Second Cause of Action:**

6 **Federal Unfair Competition and False Advertising (15 U.S.C. § 1125(a))**

7 25. The Honest Co. repeats the allegations of paragraphs 1-18, *supra*, and
8 incorporates them by reference as if herein set forth in their entirety.

9 26. The actions of Defendant described above, and specifically, its
10 unauthorized use of the Infringing Mark in commerce to market and sell lotions,
11 creams, supplements, and apparel items, "to all 50 states," including California,
12 constitute unfair competition and false advertising in violation of 15 U.S.C. §
13 1125(a).

14 27. Defendant's use of the Infringing Mark on its products is likely to cause
15 confusion, or to cause mistake, or to deceive as to the affiliation, connection, or
16 association of Defendant, and its products and services and commercial activities by
17 or with The Honest Co., or as to the origin, sponsorship, or approval of its goods,
18 services, or commercial activities by The Honest Co.

19 28. As a direct and proximate result of Defendant's actions, The Honest
20 Co. has suffered, and will, unless Defendant is restrained, continue to suffer damages
21 in an amount to be proven at trial, consisting of, among other things, irreparable
22 harm and injury to its business, reputation, and goodwill. The Honest Co. has no
23 complete and adequate remedy at law, and is therefore entitled to injunctive relief
24 pursuant to 15 U.S.C. § 1116.

25 29. Pursuant to 15 U.S.C. § 1117, The Honest Co. is entitled to recover its
26 damages in an amount to be determined at trial, Defendant's profits, and the costs of
27 this action. Furthermore, because on information and belief, Defendant's actions
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1 were undertaken willfully and with the intention of causing confusion, mistake, or
2 deception, The Honest Co. is entitled to recover treble damages and reasonable
3 attorneys' fees.

4 30. The Honest Co. is also entitled to the impoundment and destruction of
5 all of Defendant's infringing products pursuant to 15 U.S.C. § 1118.

6 **Third Cause of Action:**

7 **Common Law Trademark Infringement**

8 31. The Honest Co. repeats the allegations of paragraphs 1-18, *supra*, and
9 incorporates them by reference as if herein set forth in their entirety.

10 32. The Honest Co. has continuously used and promoted its HONEST
11 Marks in commerce on a national scale since in or about January 2012 as to body
12 lotion, May 2013 as to vitamins and dietary supplements, and February 2015 as to
13 apparel items. On information and belief, these uses by The Honest Co. long predate
14 the first use in commerce by Defendant of the Infringing Mark on any products,
15 which use only began in late 2016.

16 33. There is a likelihood that Defendant's Infringing Mark will be confused
17 with The Honest Co.'s HONEST Marks such that Defendant's use thereof
18 constitutes trademark infringement under California's common law.

19 34. As a direct and proximate result of Defendant's actions, The Honest
20 Co. has suffered, and will, unless Defendant is restrained, continue to suffer damages
21 in an amount to be proven at trial, consisting of, among other things, irreparable
22 harm and injury to its business, reputation and goodwill. The Honest Co. has no
23 complete and adequate remedy at law, and is therefore entitled to injunctive relief.

24 35. The Honest Co. is also entitled to recover its damages in an amount to
25 be determined at trial. Furthermore, because on information and belief, Defendant's
26 conduct was willful, wanton malicious and in conscious disregard of The Honest
27 Co.'s rights, The Honest Co. is entitled to punitive damages.

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RUSS, AUGUST & KABAT

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Fourth Cause of Action:

Statutory Unfair Competition (Cal. Bus. Prof. Code § 17200, *et seq.*)

36. The Honest Co. repeats the allegations of paragraphs 1-18, *supra*, and incorporates them by reference as if herein set forth in their entirety.

37. The actions of Defendant described above, and specifically, its unauthorized use of the Infringing Mark in commerce to market and sell lotions, creams, supplements, and apparel items, “to all 50 states,” including California, constitute unfair competition and misappropriation of The Honest Co.’s trademark and related rights in violation of California Business & Professions Code §§ 17200 *et seq.*

38. As a direct and proximate result of Defendant’s unlawful, unfair and/or fraudulent business practices, The Honest Co. has suffered, and will, unless Defendant is restrained, continue to suffer irreparable harm and injury to its business, reputation and goodwill. The Honest Co. has no complete and adequate remedy at law, and is therefore entitled to injunctive relief, in addition to restitution.

39. The Honest Co. is also entitled to restitution.

Fifth Cause of Action:

Common Law Unfair Competition

40. The Honest Co. repeats the allegations of paragraphs 1-18, *supra*, and incorporates them by reference as if herein set forth in their entirety.

41. The actions of Defendant described above, and specifically, its unauthorized use of the Infringing Mark in commerce to market and sell lotions, creams, supplements, and apparel items, “to all 50 states,” including California, is intended and/or likely to cause confusion, misrepresentation, mistake and/or deceive the public as to the affiliation, approval, sponsorship, or connection between Defendant and The Honest Co., and therefore constitutes unfair competition under California’s common law.

1 7. For such other and further relief to which The Honest Co. may be
2 entitled as a matter of law or equity or which the Court determines to be just and
3 proper.

4
5 Dated: September 26, 2017

Respectfully submitted,

6 RUSS, AUGUST & KABAT
7 Irene Y. Lee
8 Jean Y. Rhee

9 By: 
10 Irene Y. Lee
11 Attorneys for Plaintiff
12 The Honest Company, Inc.

RUSS, AUGUST & KABAT

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DEMAND FOR JURY TRIAL

Pursuant to Rule 38(b) of the Federal Rules of Civil Procedure, plaintiff The Honest Company, Inc. demands trial by jury on all issues.

Dated: September 26, 2017

Respectfully submitted,

RUSS, AUGUST & KABAT
Irene Y. Lee
Jean Y. Rhee

By: 

Irene Y. Lee
Attorneys for Plaintiff
The Honest Company, Inc.

RUSS, AUGUST & KABAT

EXHIBIT A

United States of America
United States Patent and Trademark Office

HONEST

Reg. No. 4,744,028

Registered May 26, 2015

Int. Cl.: 3

TRADEMARK

PRINCIPAL REGISTER

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
2700 PENNSYLVANIA AVENUE, SUITE NO. 1200
SANTA MONICA, CA 90404

FOR: (BASED ON USE IN COMMERCE) ALL-PURPOSE CLEANERS; ANTI-STATIC DRYER SHEETS; BABY BUBBLE BATH; BABY HAIR CONDITIONER; BABY HAND SOAP; BABY LOTION; BABY OIL; BABY SHAMPOO; BABY WIPES; BODY LOTION; BODY OIL; BODY WASH; CLEANING AGENTS FOR CLEANING SURFACES; DETERGENT SOAP; DISH DETERGENTS; DISHWASHER DETERGENTS; DISHWASHING DETERGENTS; FABRIC SOFTENERS FOR LAUNDRY USE; FACE AND BODY LOTIONS; FACIAL LOTION; FACIAL MOISTURIZER WITH SPF; FRUIT AND VEGETABLE WASH; HAIR SPRAYS; HAND SOAPS; LAUNDRY DETERGENT; LAUNDRY SOAP; LIP BALM; LIQUID SOAP; LIQUID SOAPS FOR HANDS AND FACE; LIQUID SOAPS FOR HANDS, FACE AND BODY; NON-MEDICATED DIAPER RASH CREAM; RINSE AGENTS FOR DISHWASHING MACHINES; SOAPS AND DETERGENTS; SOAPS FOR BABIES; SOAPS FOR BODY CARE; SOAPS FOR HOUSEHOLD USE; SOAPS FOR PERSONAL USE; STAIN REMOVERS; SUNSCREEN CREAM; BAR SOAP; CLEANER FOR USE ON FLOORS AND WINDOWS; DEODORANTS AND ANTIPERSPIRANTS; MAKE-UP REMOVER; MOUTHWASH; NON-MEDICATED SKIN CARE PREPARATIONS, NAMELY, NIPPLE CREAM; ROOM FRAGRANCES; TOOTH PASTE, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 1-17-2012; IN COMMERCE 2-17-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,444,412 AND 3,492,375.

SN 85-778,060, FILED 11-13-2012.

SOPHIA S. KIM, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

United States of America
United States Patent and Trademark Office

HONEST

Reg. No. 4,696,715

Registered Mar. 3, 2015

Corrected Feb. 9, 2016

Int. Cl.: 5

TRADEMARK

PRINCIPAL REGISTER

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
2700 PENNSYLVANIA AVENUE, SUITE NO. 1200
SANTA MONICA, CA 90404

FOR: ANTI-INSECT SPRAY; ANTIBACTERIAL ALCOHOL SKIN SANITIZER GEL; BABY DIAPERS; DISPOSABLE BABY DIAPERS; [INSECT EXTERMINATING AGENTS;] INSECT REPELLENTS; AIR DEODORIZER; DISINFECTANT BATHROOM CLEANERS; RUBBING COMPOUND FOR MEDICAL AND/OR THERAPEUTIC USE, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 1-17-2012; IN COMMERCE 2-17-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,444,412 AND 3,492,375.

SER. NO. 85-983,363, FILED 11-13-2012.



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

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United States of America
United States Patent and Trademark Office

HONEST

Reg. No. 4,506,748

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
2700 PENNSYLVANIA AVE., SUITE 1200
SANTA MONICA, CA 90404

Registered Apr. 1, 2014

Corrected May 19, 2015

FOR: SWADDLING BLANKETS; CRIB BLANKETS, IN CLASS 24 (U.S. CLS. 42 AND 50).

Int. Cl.: 24

FIRST USE 11-25-2013; IN COMMERCE 11-25-2013.

TRADEMARK

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRINCIPAL REGISTER

OWNER OF U.S. REG. NOS. 3,444,412 AND 3,492,375.

SER. NO. 85-777,846, FILED 11-13-2012.



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

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NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

United States of America
United States Patent and Trademark Office

HONEST

Reg. No. 4,809,062

Registered Sep. 8, 2015

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
2700 PENNSYLVANIA AVENUE, SUITE NO. 1200
SANTA MONICA, CA 90404

FOR: HATS; HATS FOR INFANTS, BABIES, TODDLERS AND CHILDREN; INFANT WEAR,
IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 2-10-2015; IN COMMERCE 2-10-2015.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,444,412 AND 3,492,375.

SN 85-983,688, FILED 11-13-2012.

SOPHIA S. KIM, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

United States of America
United States Patent and Trademark Office

HONEST

Reg. No. 4,664,222

Registered Dec. 30, 2014

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
2700 PENNSYLVANIA AVENUE, SUITE 1200
SANTA MONICA, CA 90404

FOR: RETAIL STORE SERVICES FEATURING A WIDE VARIETY OF CONSUMER GOODS, NAMELY, ECO-FRIENDLY BABY PRODUCTS, BABY BATH PRODUCTS, BABY DIAPER PRODUCTS, BABY BODY CARE PRODUCTS AND HOUSEHOLD CLEANING PRODUCTS; PROVIDING CONSUMER PRODUCT INFORMATION VIA THE INTERNET OR OTHER COMMUNICATIONS NETWORKS; COMPUTERIZED ON-LINE ORDERING SERVICES FEATURING A WIDE VARIETY OF CONSUMER GOODS, NAMELY, ECO-FRIENDLY BABY PRODUCTS, BABY BATH PRODUCTS, BABY DIAPER PRODUCTS, BABY BODY CARE PRODUCTS AND HOUSEHOLD CLEANING PRODUCTS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-21-2013; IN COMMERCE 1-16-2014.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,444,412 AND 3,492,375.

SN 85-777,882, FILED 11-13-2012.

SOPHIA S. KIM, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

THE HONEST CO.

Reg. No. 4,739,478

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
2700 PENNSYLVANIA AVENUE, SUITE NO. 1200
SANTA MONICA, CA 90404

Registered May 19, 2015

Int. Cl.: 3

FOR: ALL-PURPOSE CLEANERS; ANTI-STATIC DRYER SHEETS; BABY BUBBLE BATH; BABY HAIR CONDITIONER; BABY HAND SOAP; BABY LOTION; BABY OIL; BABY SHAMPOO; BABY WIPES; BODY LOTION; BODY OIL; BODY WASH; CLEANING AGENTS FOR CLEANING SURFACES; DETERGENT SOAP; DISH DETERGENTS; DISHWASHER DETERGENTS; DISHWASHING DETERGENTS; FABRIC SOFTENERS FOR LAUNDRY USE; FACE AND BODY LOTIONS; FACIAL LOTION; FACIAL MOISTURIZER WITH SPF; FRUIT AND VEGETABLE WASH; HAIR SPRAYS; HAND SOAPS; LAUNDRY DETERGENT; LAUNDRY SOAP; LIP BALM; LIQUID SOAP; LIQUID SOAPS FOR HANDS AND FACE; LIQUID SOAPS FOR HANDS, FACE AND BODY; NON-MEDICATED DIAPER RASH CREAM; RINSE AGENTS FOR DISHWASHING MACHINES; SOAPS AND DETERGENTS; SOAPS FOR BABIES; SOAPS FOR BODY CARE; SOAPS FOR HOUSEHOLD USE; SOAPS FOR PERSONAL USE; STAIN REMOVERS; SUNSCREEN CREAM; BAR SOAP; CLEANER FOR USE ON FLOORS AND WINDOWS; DEODORANTS AND ANTIPERSPIRANTS; MAKE-UP REMOVER; MOUTHWASH; NON-MEDICATED SKIN CARE PREPARATIONS, NAMELY, NIPPLE CREAM; ROOM FRAGRANCES; TOOTH PASTE, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

TRADEMARK

PRINCIPAL REGISTER

FIRST USE 1-17-2012; IN COMMERCE 2-17-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,444,412 AND 3,492,375.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CO.", APART FROM THE MARK AS SHOWN.

SN 85-778,572, FILED 11-13-2012.

SOPHIA S. KIM, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
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Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

THE HONEST CO.

Reg. No. 5,291,212

Registered Sep. 19, 2017

Int. Cl.: 5

Trademark

Principal Register

The Honest Company, Inc. (DELAWARE CORPORATION)
12130 Millennium Drive, Suite 500
Playa Vista, CA 90094

CLASS 5: Menstruation pads; Menstruation tampons; Feminine hygiene pads; Tampons

FIRST USE 7-29-2015; IN COMMERCE 7-29-2015

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 3492375, 3444412

No claim is made to the exclusive right to use the following apart from the mark as shown:
"CO."

SER. NO. 85-778,546, FILED 11-13-2012
SOPHIA SUJIN KIM, EXAMINING ATTORNEY



Joseph Matol

Performing the Functions and Duties of the
Under Secretary of Commerce for
Intellectual Property and Director of the
United States Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years*

What and When to File:

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

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United States of America

United States Patent and Trademark Office

THE HONEST CO.

Reg. No. 4,720,844

Registered Apr. 14, 2015

Int. Cl.: 5

TRADEMARK

PRINCIPAL REGISTER

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
2700 PENNSYLVANIA AVENUE, SUITE NO. 1200
SANTA MONICA, CA 90404

FOR: ANTI-INSECT SPRAY; ANTIBACTERIAL ALCOHOL SKIN SANITIZER GEL; BABY DIAPERS; DISPOSABLE BABY DIAPERS; INSECT EXTERMINATING AGENTS; INSECT REPELLENTS; AIR DEODORIZER; DISINFECTANT BATHROOM CLEANERS; RUBBING COMPOUND FOR MEDICAL AND/OR THERAPEUTIC USE; VITAMINS, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 1-17-2012; IN COMMERCE 2-17-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,444,412 AND 3,492,375.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CO.", APART FROM THE MARK AS SHOWN.

SN 85-983,455, FILED 11-13-2012.

SOPHIA S. KIM, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

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NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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United States of America
United States Patent and Trademark Office

THE HONEST CO.

Reg. No. 4,560,966

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
2700 PENNSYLVANIA AVE., SUITE 1200
SANTA MONICA, CA 90404

Registered July 1, 2014

Corrected Nov. 18, 2014

FOR: SWADDLING BLANKETS, CRIB BLANKETS, IN CLASS 24 (U.S. CLS. 42 AND 50).

Int. Cl.: 24

FIRST USE 11-25-2013; IN COMMERCE 11-25-2013.

TRADEMARK

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRINCIPAL REGISTER

OWNER OF U.S. REG. NOS. 3,444,412 AND 3,492,375.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CO.", APART FROM THE MARK AS SHOWN.

SER. NO. 85-778,516, FILED 11-13-2012.



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

THE HONEST CO.

Reg. No. 4,550,028

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
1550 17TH STREET

Registered June 17, 2014

SANTA MONICA, CA 90404

Corrected Nov. 18, 2014

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

FOR: RETAIL STORE SERVICES FEATURING A WIDE VARIETY OF CONSUMER GOODS, NAMELY, ECO-FRIENDLY BABY PRODUCTS, BABY BATH PRODUCTS, BABY DIAPER PRODUCTS, BABY BODY CARE PRODUCTS AND HOUSEHOLD CLEANING PRODUCTS; PROVIDING CONSUMER PRODUCT INFORMATION VIA THE INTERNET OR OTHER COMMUNICATIONS NETWORKS; COMPUTERIZED ON-LINE ORDERING SERVICES FEATURING A WIDE VARIETY OF CONSUMER GOODS, NAMELY, ECO-FRIENDLY BABY PRODUCTS, BABY BATH PRODUCTS, BABY DIAPER PRODUCTS, BABY BODY CARE PRODUCTS AND HOUSEHOLD CLEANING PRODUCTS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-17-2012; IN COMMERCE 1-17-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,444,412 AND 3,492,375.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CO.", APART FROM THE MARK AS SHOWN.

SER. NO. 85-778,533, FILED 11-13-2012.



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office



Reg. No. 4,739,475

Registered May 19, 2015

Int. Cl.: 3

TRADEMARK

PRINCIPAL REGISTER

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
2700 PENNSYLVANIA AVENUE, SUITE NO. 1200
SANTA MONICA, CA 90404

FOR: ALL-PURPOSE CLEANERS; ANTI-STATIC DRYER SHEETS; BABY BUBBLE BATH; BABY HAIR CONDITIONER; BABY HAND SOAP; BABY LOTION; BABY OIL; BABY SHAMPOO; BABY WIPES; BODY LOTION; BODY OIL; BODY WASH; CLEANING AGENTS FOR CLEANING SURFACES; DETERGENT SOAP; DISH DETERGENTS; DISHWASHER DETERGENTS; DISHWASHING DETERGENTS; FABRIC SOFTENERS FOR LAUNDRY USE; FACE AND BODY LOTIONS; FACIAL LOTION; FACIAL MOISTURIZER WITH SPF; FRUIT AND VEGETABLE WASH; HAIR SPRAYS; HAND SOAPS; LAUNDRY DETERGENT; LAUNDRY SOAP; LIP BALM; LIQUID SOAP; LIQUID SOAPS FOR HANDS AND FACE; LIQUID SOAPS FOR HANDS, FACE AND BODY; NON-MEDICATED DIAPER RASH CREAM; RINSE AGENTS FOR DISHWASHING MACHINES; SOAPS AND DETERGENTS; SOAPS FOR BABIES; SOAPS FOR BODY CARE; SOAPS FOR HOUSEHOLD USE; SOAPS FOR PERSONAL USE; STAIN REMOVERS; SUNSCREEN CREAM; BAR SOAP; CLEANER FOR USE ON FLOORS AND WINDOWS; DEODORANTS AND ANTIPERSPIRANTS; MAKE-UP REMOVER; MOUTHWASH; NON-MEDICATED SKIN CARE PREPARATIONS, NAMELY, NIPPLE CREAM; ROOM FRAGRANCES; TOOTH PASTE, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 1-17-2012; IN COMMERCE 2-17-2012.

OWNER OF U.S. REG. NOS. 3,444,412 AND 3,492,375.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CO.", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A STYLIZED, GRAPHIC BUTTERFLY INSIDE OF A CIRCLE; THE CIRCLE IS INSIDE OF ANOTHER LARGER, OUTER CIRCLE WITH THE WORDS "THE HONEST CO." POSITIONED ON TOP AND BOTTOM OF THE BUTTERFLY WITHIN THE SPACE BETWEEN THE TWO CIRCLES; THE WORDS "THE HONEST CO." POSITIONED BELOW THE BUTTERFLY APPEAR UPSIDE DOWN.



Michelle K. Lee

Director of the United States
Patent and Trademark Office

SN 85-774,180, FILED 11-7-2012.

SOPHIA S. KIM, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
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Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

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United States of America

United States Patent and Trademark Office



Reg. No. 4,713,234

Registered Mar. 31, 2015

Int. Cl.: 5

TRADEMARK

PRINCIPAL REGISTER

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
2700 PENNSYLVANIA AVENUE, SUITE 1200
SANTA MONICA, CA 90404

FOR: ANTI-INSECT SPRAY; ANTIBACTERIAL ALCOHOL SKIN SANITIZER GEL; BABY DIAPERS; DISPOSABLE BABY DIAPERS; INSECT EXTERMINATING AGENTS; INSECT REPELLENTS; AIR DEODORIZER; DISINFECTANT BATHROOM CLEANERS; RUBBING COMPOUND FOR MEDICAL AND/OR THERAPEUTIC USE; VITAMINS; DISPOSABLE SWIM PANTS AND DISPOSABLE TRAINING PANTS, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 1-17-2012; IN COMMERCE 2-17-2012.

OWNER OF U.S. REG. NOS. 3,444,412 AND 3,492,375.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CO." AND "CO.", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A STYLIZED, GRAPHIC BUTTERFLY INSIDE OF A CIRCLE; THE CIRCLE IS INSIDE OF ANOTHER LARGER, OUTER CIRCLE WITH THE WORDS "THE HONEST CO." POSITIONED ON TOP AND BOTTOM OF THE BUTTERFLY WITHIN THE SPACE BETWEEN THE TWO CIRCLES; THE WORDS "THE HONEST CO." POSITIONED BELOW THE BUTTERFLY APPEAR UPSIDE DOWN.

SN 85-983,362, FILED 11-7-2012.

INGA ERVIN, EXAMINING ATTORNEY



Nichelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

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Requirements in the First Ten Years*

What and When to File:

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See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

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United States of America

United States Patent and Trademark Office



Reg. No. 4,560,947

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
2700 PENNSYLVANIA AVE., SUITE 1200
SANTA MONICA, CA 90404

Registered July 1, 2014

Corrected Nov. 18, 2014 FOR: SWADDLING BLANKETS, CRIB BLANKETS, IN CLASS 24 (U.S. CLS. 42 AND 50).

Int. Cl.: 24

FIRST USE 11-25-2013; IN COMMERCE 11-25-2013.

TRADEMARK

OWNER OF U.S. REG. NOS. 3,444,412 AND 3,492,375.

PRINCIPAL REGISTER

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CO.", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A STYLIZED, GRAPHIC BUTTERFLY INSIDE OF A CIRCLE; THE CIRCLE IS INSIDE OF ANOTHER LARGER, OUTER CIRCLE WITH THE WORDS "THE HONEST CO." POSITIONED ON TOP AND BOTTOM OF THE BUTTERFLY WITHIN THE SPACE BETWEEN THE TWO CIRCLES; THE WORDS "THE HONEST CO." POSITIONED BELOW THE BUTTERFLY APPEAR UPSIDE DOWN.

SER. NO. 85-774,070, FILED 11-7-2012.



Nichelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office



Reg. No. 4,832,329

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
2700 PENNSYLVANIA AVENUE, SUITE NO. 1200
SANTA MONICA, CA 90404

Registered Oct. 13, 2015

Int. Cl.: 25

FOR: HATS; HATS FOR INFANTS, BABIES, TODDLERS AND CHILDREN; INFANT WEAR,
IN CLASS 25 (U.S. CLS. 22 AND 39).

TRADEMARK

FIRST USE 2-10-2015; IN COMMERCE 2-10-2015.

PRINCIPAL REGISTER

OWNER OF U.S. REG. NOS. 3,444,412 AND 3,492,375.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CO.", APART FROM THE
MARK AS SHOWN.

THE MARK CONSISTS OF A STYLIZED, GRAPHIC BUTTERFLY INSIDE OF A CIRCLE;
THE CIRCLE IS INSIDE OF ANOTHER LARGER, OUTER CIRCLE WITH THE WORDS "THE
HONEST CO." POSITIONED ON TOP AND BOTTOM OF THE BUTTERFLY WITHIN THE
SPACE BETWEEN THE TWO CIRCLES; THE WORDS "THE HONEST CO." POSITIONED
BELOW THE BUTTERFLY APPEAR UPSIDE DOWN.

SN 85-983,757, FILED 11-7-2012.

SOPHIA S. KIM, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office



Reg. No. 4,550,022

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
2700 PENNSYLVANIA AVENUE, SUITE 1200
SANTA MONICA, CA 90404

Registered June 17, 2014

Corrected Nov. 18, 2014

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

FOR: RETAIL STORE SERVICES FEATURING A WIDE VARIETY OF CONSUMER GOODS, NAMELY, ECO-FRIENDLY BABY PRODUCTS, BABY BATH PRODUCTS, BABY DIAPER PRODUCTS, BABY BODY CARE PRODUCTS, HOUSEHOLD CLEANING PRODUCTS; PROVIDING CONSUMER PRODUCT INFORMATION VIA THE INTERNET OR OTHER COMMUNICATIONS NETWORKS; COMPUTERIZED ON-LINE ORDERING SERVICES FEATURING A WIDE VARIETY OF CONSUMER GOODS, NAMELY, ECO-FRIENDLY BABY PRODUCTS, BABY BATH PRODUCTS, BABY DIAPER PRODUCTS, BABY BODY CARE PRODUCTS, HOUSEHOLD CLEANING PRODUCTS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-17-2012; IN COMMERCE 1-17-2012.

OWNER OF U.S. REG. NOS. 3,444,412 AND 3,492,375.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CO." AND "CO.", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A STYLIZED, GRAPHIC BUTTERFLY INSIDE OF A CIRCLE; THE CIRCLE IS INSIDE OF ANOTHER LARGER, OUTER CIRCLE WITH THE WORDS "THE HONEST CO." POSITIONED ON TOP AND BOTTOM OF THE BUTTERFLY WITHIN THE SPACE BETWEEN THE TWO CIRCLES; THE WORDS "THE HONEST CO." POSITIONED BELOW THE BUTTERFLY APPEAR UPSIDE DOWN.

SER. NO. 85-774,116, FILED 11-7-2012.



Nichelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

HONEST BEAUTY

Reg. No. 5,036,713

Registered Sep. 06, 2016

Int. Cl.: 3

Trademark

Principal Register

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
12130 Millennium Drive, Suite 500
Playa Vista, CA 90094

CLASS 3: Cosmetic Creams for Skin Care; Cosmetic Sunscreen Preparations; Facial Cleaners; Facial Creams; Liquid Soaps; Make-Up Kits Comprised of Cosmetics; Sunscreen Creams; Eye Creams and Gels

FIRST USE 9-9-2015; IN COMMERCE 9-9-2015

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

No claim is made to the exclusive right to use the following apart from the mark as shown: "BEAUTY"

SER. NO. 85-658,505, FILED 06-21-2012
EDWARD H NELSON, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years*

What and When to File:

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

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United States of America
United States Patent and Trademark Office

HONEST BEAUTY

Reg. No. 4,696,706

Registered Mar. 3, 2015

Int. Cl.: 3

TRADEMARK

PRINCIPAL REGISTER

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
2700 PENNSYLVANIA AVENUE
SUITE 1200
SANTA MONICA, CA 90404

FOR: NON-MEDICATED LIP BALMS; COSMETICS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 12-23-2014; IN COMMERCE 12-23-2014.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEAUTY", APART FROM THE MARK AS SHOWN.

SN 85-983,205, FILED 6-21-2012.

EDWARD NELSON, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

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United States of America

United States Patent and Trademark Office

HONEST BEAUTY

Reg. No. 4,964,802

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
12130 MILLENNIUM DRIVE, SUITE 500
PLAYA VISTA, CA 90094

Registered May 24, 2016

Int. Cl.: 5

FOR: MEDICATED SKIN CARE PREPARATIONS, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

TRADEMARK

FIRST USE 9-10-2015; IN COMMERCE 9-10-2015.

PRINCIPAL REGISTER

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEAUTY", APART FROM THE MARK AS SHOWN.

SN 85-658,529, FILED 6-21-2012.

EDWARD NELSON, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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United States of America

United States Patent and Trademark Office

HONEST BEAUTY

Reg. No. 4,878,813

Registered Dec. 29, 2015

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
2700 PENNSYLVANIA AVENUE, SUITE 1200
SANTA MONICA, CA 90404

FOR: ON-LINE RETAIL STORE SERVICES FEATURING BEAUTY PRODUCTS ACCESSORIES, BODY PRODUCTS, AND BATH AND BODY ACCESSORIES; RETAIL STORE SERVICES FEATURING COSMETICS, MAKE-UP, SKINCARE AND BEAUTY PRODUCTS, SKINCARE AND BEAUTY ACCESSORIES, BODY PRODUCTS, AND BATH AND BODY ACCESSORIES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-9-2015; IN COMMERCE 9-9-2015.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 4,550,022 AND 4,550,028.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEAUTY", APART FROM THE MARK AS SHOWN.

SN 86-977,756, FILED 10-7-2014.

DAVID COLLIER, EXAMINING ATTORNEY



Mitchell K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

HONEST BEAUTY

Reg. No. 4,739,220

Registered May 19, 2015

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
2700 PENNSYLVANIA AVENUE, SUITE 1200
SANTA MONICA, CA 90404

FOR: ON-LINE RETAIL STORE SERVICES FEATURING COSMETICS, MAKE-UP, SKINCARE AND BEAUTY PRODUCTS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 12-19-2014; IN COMMERCE 12-19-2014.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 4,550,022 AND 4,550,028.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEAUTY", APART FROM THE MARK AS SHOWN.

SER. NO. 86-975,486, FILED 10-7-2014.

DAVID COLLIER, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

HONEST BEAUTY

Reg. No. 3,817,736

Registered July 13, 2010

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

PALMIERI, MARY JEAN (UNITED STATES INDIVIDUAL), DBA MARY J. PALMIERI
AND/OR MARY PALMIERI
27 PRESCOTT TURN
CLARK, NJ 07066

FOR: ON-LINE JOURNALS, NAMELY, BLOGS FEATURING PRODUCTS, PEOPLE, AND
PLACES RELATING TO HEALTH, BEAUTY, AND PERSONAL CARE, IN CLASS 41 (U.S.
CLS. 100, 101 AND 107).

FIRST USE 5-18-2009; IN COMMERCE 5-18-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEAUTY", APART FROM THE
MARK AS SHOWN.

SER. NO. 77-881,468, FILED 11-27-2009.

LIEF MARTIN, EXAMINING ATTORNEY



David J. Kyffos

Director of the United States Patent and Trademark Office

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

Reg. No. 3,231,281

United States Patent and Trademark Office

Registered Apr. 17, 2007

**TRADEMARK
PRINCIPAL REGISTER**

HONEST FACE

KLINGER ADVANCED AESTHETICS, INC. (DE-
LAWARE CORPORATION)

501 MERRITT 7

NORWALK, CT 06851

FOR: SKIN MOISTURIZER, IN CLASS 3 (U.S. CLS.
1, 4, 6, 50, 51 AND 52).

FIRST USE 4-0-2006; IN COMMERCE 4-0-2006.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "FACE", APART FROM THE MARK
AS SHOWN.

SN 78-655,730, FILED 6-22-2005.

JENNIFER WILLISTON, EXAMINING ATTORNEY

Int. Cls.: 25 and 45

Prior U.S. Cls.: 22, 39, 100 and 101

Reg. No. 3,492,375

United States Patent and Trademark Office

Registered Aug. 26, 2008

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

Honestbaby

HONESTBABY, INC. (NEW YORK CORPORATION)
17 JOHN STREET
DEMAREST, NJ 07627

FOR: INFANT AND TODDLER ONE PIECE CLOTHING; SWADDLING CLOTHES; TOPS, IN CLASS 25 (U.S. CLS. 22 AND 39),

FIRST USE 3-1-2006; IN COMMERCE 3-1-2006.

FOR: INFORMATION IN THE FIELD OF PARENTING CONCERNING INTRAFAMILY RELATIONSHIPS; PROVIDING A WEB SITE FEATURING INFORMATION ABOUT BABY NAMES TO ASSIST WEB USERS IN LEARNING ABOUT AND IN CHOOSING NAMES FOR BABIES;

PROVIDING ADVICE AND INFORMATION ON APPROPRIATE GIFTS FOR CHILDREN; PROVIDING FASHION INFORMATION; PROVIDING INFORMATION IN THE FIELD OF CHILD SAFETY, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 3-1-2006; IN COMMERCE 3-1-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-382,456, FILED 1-28-2008.

JASON ROTH, EXAMINING ATTORNEY

United States of America
United States Patent and Trademark Office

HONESTBABY

Reg. No. 4,862,591
Registered Dec. 1, 2015

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
2700 PENNSYLVANIA AVE., SUITE 1200
SANTA MONICA, CA 90404

Int. Cl.: 9

FOR: DOWNLOADABLE SOFTWARE APPLICATION FOR COMPUTERS AND MOBILE DEVICES, NAMELY, SOFTWARE FOR PROVIDING AND PROCESSING INFORMATION AND DATA IN THE FIELDS OF PARENTING, CHILD DEVELOPMENT, HEALTH, AND EDUCATION; DOWNLOADABLE SOFTWARE APPLICATION FOR COMPUTERS AND MOBILE DEVICES, NAMELY, SOFTWARE FOR PROCESSING DATA AND DATABASE MANAGEMENT OF RETAIL STORE SERVICES FEATURING BABY AND BABY DIAPER PRODUCTS, PERSONAL CARE PRODUCTS, COSMETICS, NUTRITIONAL SUPPLEMENTS, HOUSEHOLD CLEANING PRODUCTS, AND FURNITURE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK

PRINCIPAL REGISTER

FIRST USE 3-31-2013; IN COMMERCE 3-31-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,444,412 AND 3,492,375.

SER. NO. 86-587,103, FILED 4-3-2015.

REGINA DRUMMOND, EXAMINING ATTORNEY



Michelle K. Lee
Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

Int. Cls.: 25 and 41

Prior U.S. Cls.: 22, 39, 100, 101 and 107

Reg. No. 3,444,412

United States Patent and Trademark Office

Registered June 10, 2008

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**



HONESTBABY, INC. (NEW YORK CORPORATION)
17 JOHN STREET
DEMAREST, NJ 07627

FOR: T-SHIRTS; INFANT AND TODDLER ONE
PIECE CLOTHING, IN CLASS 25 (U.S. CLS. 22 AND
39).

FIRST USE 3-1-2006; IN COMMERCE 3-1-2006.

FOR: INFORMATION IN THE FIELD OF PAR-
ENTING CONCERNING EDUCATION OF CHIL-
DREN; INFORMATION IN THE FIELD OF
PARENTING CONCERNING ENTERTAINMENT
OF CHILDREN; INFORMATION ON EDUCATION;
PROVIDING AN ON-LINE COMPUTER DATABASE

FEATURING INFORMATION REGARDING EXER-
CISE AND FITNESS BEFORE AND AFTER PREG-
NANCY; NEWS ANALYSIS AND FEATURES
DISTRIBUTION; NEWS REPORTING SERVICES,
IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-1-2006; IN COMMERCE 3-1-2006.

THE MARK CONSISTS OF A STYLIZED CHILD'S
FACE AND THE NAME "HONESTBABY" IN THE
SMILAGE FONT .

SER. NO. 77-281,710, FILED 9-17-2007.

NICHOLAS ALTREE, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

Honest Goods

Reg. No. 4,844,206

Registered Nov. 3, 2015

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

KREFFE, LLC (OREGON LIMITED LIABILITY COMPANY), DBA HONEST GOODS COMPANY
1829 NE ALBERTA ST. #9
PORTLAND, OR 97211

FOR: ONLINE RETAIL STORE SERVICES FEATURING GARDEN SUPPLIES, OFFICE SUPPLIES, OUTDOOR SUPPLIES, SPORTING GOODS, COCKTAIL MAKING SUPPLIES, PRODUCTS MADE OF HORN, KNIVES, TOOLS, KEY RINGS, FLASHLIGHTS, LIGHTERS, COMPASSES, PENS, FLASKS, BOTTLE OPENERS, MONEY CLIPS, COMBS, HANDMADE CANVAS BACKPACKS, HANDMADE CANVAS HANDBAGS, WALLETS, FIRST AID KITS, PANS, CUTLERY, TRAYS, COFFEE MAKING SUPPLIES, BOTTLES AND JUGS MADE OF GLASS OR CERAMICS, BOXES MADE OF WOOD OR METAL, CAST IRON PRODUCTS, JARS, LADDERS, LIGHTING, HANDMADE WOOD PRODUCTS, BOOKS IN THE FIELDS OF CRAFTSMANSHIP, DESIGN, TRAVEL, FOOD, ARCHITECTURE, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-11-2014; IN COMMERCE 9-17-2014.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GOODS", APART FROM THE MARK AS SHOWN.

SER. NO. 86-457,712, FILED 11-18-2014.

SAMUEL PAQUIN, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

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United States of America

United States Patent and Trademark Office

HONEST TO GOODNESS

Reg. No. 4,790,677

Registered Aug. 11, 2015

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

HONEST COMPANY, INC., THE (DELAWARE CORPORATION)
2700 PENNSYLVANIA AVE.
SUITE 1200
SANTA MONICA, CA 90404

FOR: CHARITABLE SERVICES, NAMELY, COORDINATION OF THE PROCUREMENT AND DISTRIBUTION OF PROCEEDS FROM RETAIL AND E-COMMERCE SALES AND DONATION OF PRODUCTS TO ORGANIZATIONS AND COMMUNITIES THAT SUPPORT HEALTHY AND SAFE FAMILIES, PEOPLE AND ENVIRONMENTS; CHARITABLE SERVICES, NAMELY, PROMOTING PUBLIC AWARENESS AND EDUCATION TO SUPPORT HEALTHY AND SAFE FAMILIES, PEOPLE, AND ENVIRONMENTS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-26-2013; IN COMMERCE 2-26-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 4,550,022, 4,550,028, AND 4,664,222.

SER. NO. 86-549,135, FILED 2-27-2015.

ARETHA SOMERVILLE, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

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United States of America

United States Patent and Trademark Office

HONEST MAKEUP

Reg. No. 4,891,290

THE HONEST COMPANY, INC. (DELAWARE CORPORATION)
12130 MILLENNIUM DRIVE, SUITE 500
PLAYA VISTA, CA 90094

Registered Jan. 26, 2016

Corrected July 5, 2016

FOR: COSMETICS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

Int. Cl.: 3

FIRST USE 5-30-2014; IN COMMERCE 9-7-2014.

TRADEMARK

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRINCIPAL REGISTER

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MAKEUP", APART FROM THE MARK AS SHOWN.

SER. NO. 86-388,835, FILED 9-8-2014.



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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United States of America

United States Patent and Trademark Office



Reg. No. 5,005,152

Registered Jul. 19, 2016

Int. Cl.: 5

Trademark

Principal Register

The Honest Company, Inc. (DELAWARE CORPORATION)
12130 Millennium Drive, Suite 500
Playa Vista, CA 90094

CLASS 5: Dietary supplements; infant formula

FIRST USE 2-17-2015; IN COMMERCE 2-17-2015

The color(s) peach pink and light green is/are claimed as a feature of the mark.

The mark consists of a stylized, graphic butterfly inside of a circle; the circle is inside of another larger, outer circle with the words "THE HONEST CO." positioned on top and bottom of the butterfly within the space between the two circles; the words "THE HONEST CO." positioned below the butterfly appear upside down; the circles are in the middle of a graphic peach. The graphic peach appears in peach pink with light green leaves on top. The color white is not a color feature of the mark as it is used as background.

No claim is made to the exclusive right to use the following apart from the mark as shown:
"CO."

SER. NO. 86-979,158, FILED 01-05-2015

ARETHA CHA SOMERVILLE, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years*

What and When to File:

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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EXHIBIT B
(PART 1 of 2)

Free Shipping on Orders Over \$100

HONEST  HERBAL

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HONEST HERBAL
**FULL SPECTRUM
CBD HEMP**

[SHOP NOW!](#)



Free Shipping on Orders Over \$100

HONEST HERBAL

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WE ARE HONEST HERBAL

Honest Herbal is a health and wellness company based in Littleton, CO. We produce full spectrum cannabinoid rich hemp products that are available nationwide. With the goal of providing you with whole hemp products that are consistent, tested, and trustworthy, our staff has decades of experience to accomplish just that.

What We Do

It all starts at our farm outside of Denver, CO where our breeding and cultivation specialist, who has over a decade of experience, chooses the CBD hemp seedlings one by one that he will nurture throughout the growing cycle.

After harvest, the flowers are processed using a solventless extraction technique. We never extract with petroleum products like butane or heptane. We don't even use alcohol or CO2 because it is our goal to produce as natural a product as possible. The extracted resin is then used to produce Honest Herbal retail products which are carefully formulated by our founder and pharmacist.

Our Founder

KRISTY REDMON, R.PH.
President & Founder

I'm Kristy and I'm the founder of Honest Herbal. Honest Herbal is the culmination of my 20 plus years experience as a retail Pharmacist taking care of people just like you every day.

As medical marijuana legalization began to spread across the US, many patients came to me asking questions



9/22/2017

FAQs - Honest Herbal

Free Shipping on Orders Over \$100



(1)

FAQS

CBD Hemp

⊕ What is CBD?

⊕ What is CBD Hemp?

⊕ What does "Full Spectrum" mean?

⊕ What are the benefits of taking Full Spectrum CBD Hemp?

⊕ Can I get high from taking Full Spectrum CBD Hemp products?

Product Orders

⊖ Do you ship Honest Herbal products everywhere in the US?

Yes, we ship Honest Herbal products to all 50 states.



⊕ How are your products shipped?

⊖ Do you sell Honest Herbal products wholesale?

Yes, Honest Herbal products are available to wholesale customers nationwide. We would love to visit with you about making Honest Herbal products available in your dispensary, store, or clinic. Please contact us at 1 303 803 0530 or email us at info@honestherbal.com for more information.

⊕ Do you take product returns?

NAVIGATION



INFORMATION



<https://www.honestherbal.com/pages/faqs>

1/2

9/22/2017

FAQs - Honest Herbal

MY ACCOUNT



NEWSLETTER SIGNUP



(//instagram.com/honestherbal)
beta/16180376)

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HONEST HERBAL QUICK FACTS

ABOUT HONEST HERBAL

Honest Herbal is a health and wellness company focused on providing tested, consistent, and trustworthy Full Spectrum CBD Hemp products. Believing that starting with the best ingredients is the secret to creating the most effective products, Honest Herbal is committed to breeding the best genetics, cultivating organically, and thoughtfully formulating products to provide superior performance.

Honest Herbal's vision is to build a leading-edge CBD Hemp infused product line. One that is manufactured from self-sourced, premier organic genetics that are refined via solventless technologies in order to provide customers nationwide with the finest quality, most trusted, pharmacist formulated, "Whole Plant" products.

KEY PRODUCTS

CBD Muscle & Joint Transdermal Cream 1%

Honest Herbal Muscle & Joint Cream is a powerful, locally acting transdermal cream formulated to provide fast, targeted, and effective relief. Quick absorbing and deep penetrating, this CBD rich cream is an ideal choice for customers that prefer topical applications.

CBD Hemp Oil Capsules

Honest Herbal CBD Hemp Oil Capsules are a formulation of full spectrum CBD hemp oil concentrate with organic coconut oil, natural sunflower lecithin, and natural Vitamin E. Available in 12.5mg and 25mg strengths packaged in three different sizes. Simple, elegant, and efficient, Honest Herbal is the only manufacturer to package capsules in a 31-day full month supply.

CBD Hemp Oil Extract

Honest Herbal CBD Hemp Oil Extract is full spectrum CBD hemp oil concentrate infused into MCT coconut oil and natural Vitamin E. No added flavor and a calibrated dropper ensure this formulation is accurately dosed and simple to administer to both humans and pets.



LEADERSHIP TEAM

Kristy Redmon, R.Ph. – Founder and President

Kristy Redmon is the President of Honest Herbal. Kristy holds a Bachelor of Science Degree from the University of Texas College of Pharmacy. She has over 24 years of Pharmacy Operations experience across multiple patient care settings and is licensed to practice Pharmacy in Texas, Colorado, and Arizona. Kristy is responsible for the formulation and production of all Honest Herbal products which include a CBD Muscle & Joint Cream, CBD Hemp Oil Capsules, and CBD Hemp Oil Extract. Each product has been formulated to achieve the best absorption possible so consumers receive the “best in class” in both value and performance.

John Redmon – Vice President

John Redmon is the Vice President of Honest Herbal. John holds a Bachelor of Business Administration Degree in Management from Texas A&M University. He has over 30 years of operations management and industrial manufacturing experience having designed and provided OEM parts for such clients as Burton, Bombardier, and Winnebago. He is responsible for the execution of Honest Herbal’s financial objectives as well as the establishment and implementation of the company’s manufacturing processes. Honest Herbal’s research and development in cultivation automation and manufacturing technologies originates from John’s innovative engineering designs and years of industrial manufacturing experience.

CONTACT INFORMATION – info@honestherbal.com

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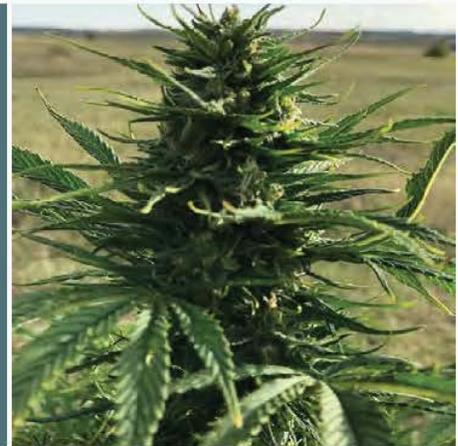
Follow

214 posts

3,049 followers

3,018 following

Honest Herbal 🏆 Full Spectrum CBD 🏆 1st Place Best CBD Edible Dope Cup 2017. 2nd Place Transdermal Cream Dope Cup 2017. Colorado Grown Industrial Hemp Products. www.honestherbal.com

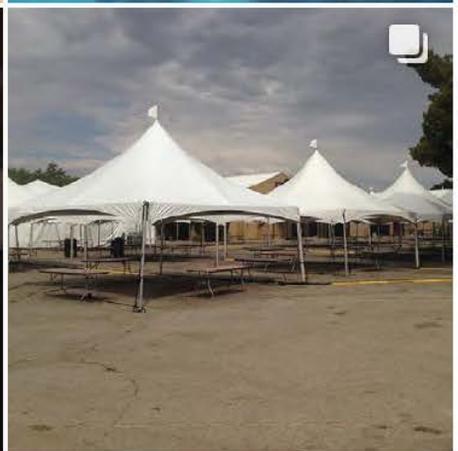
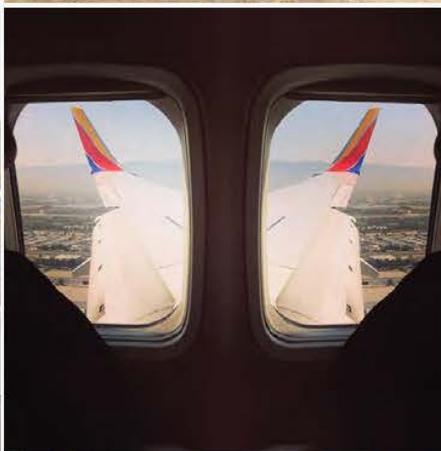


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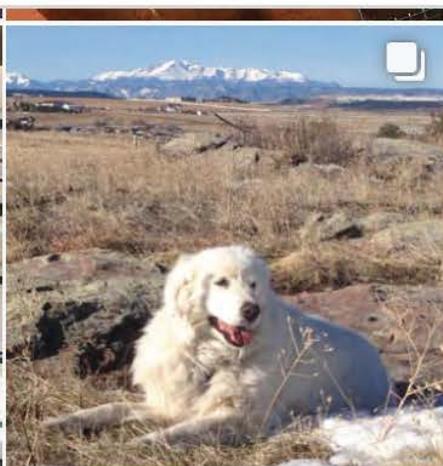


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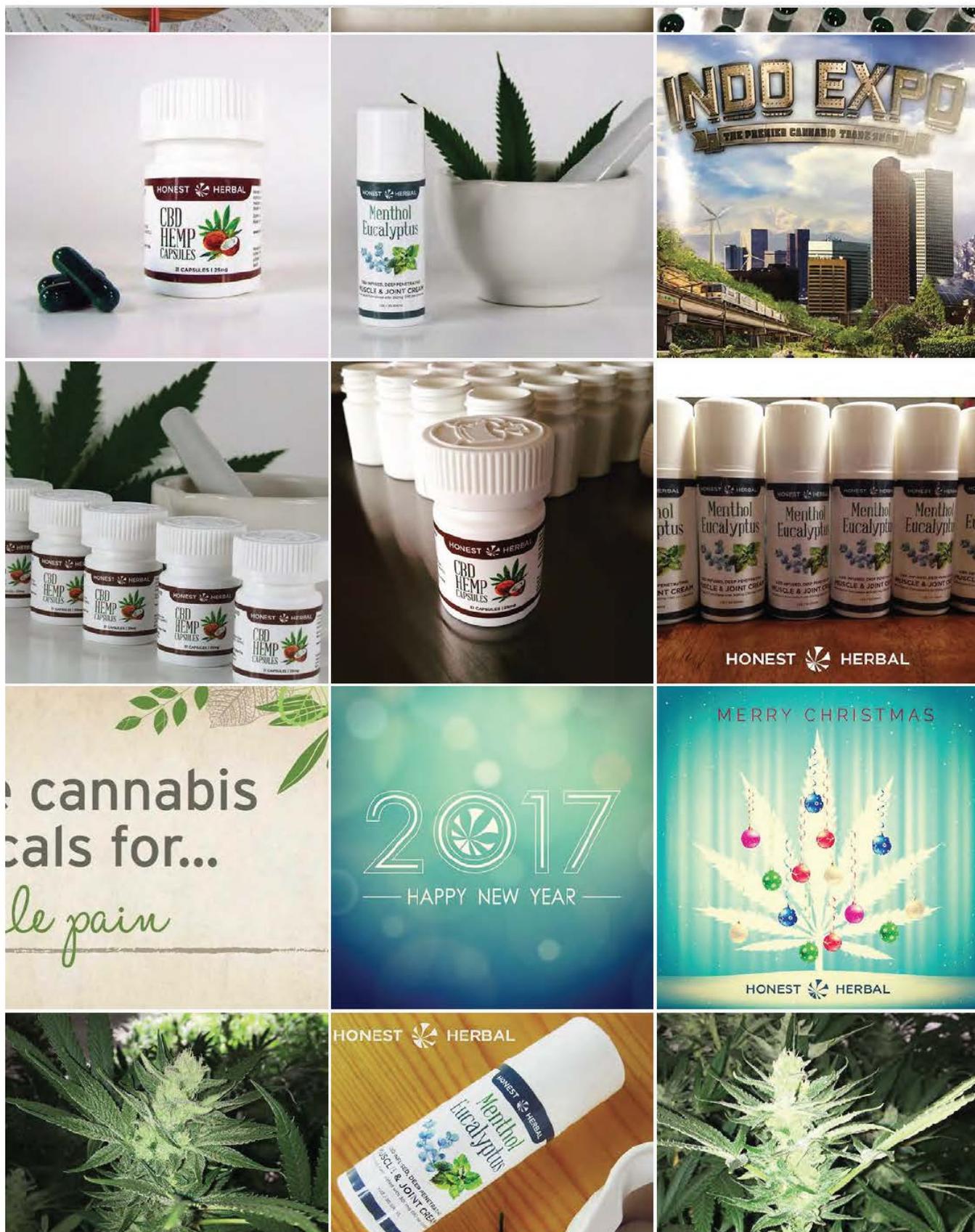


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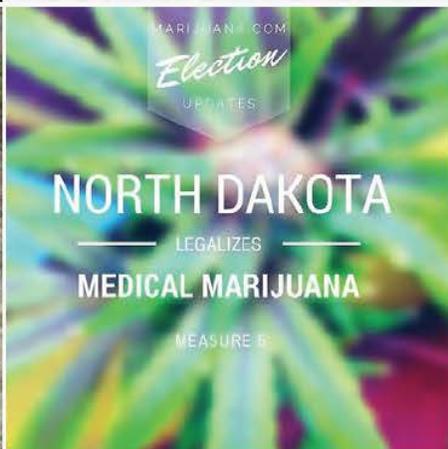
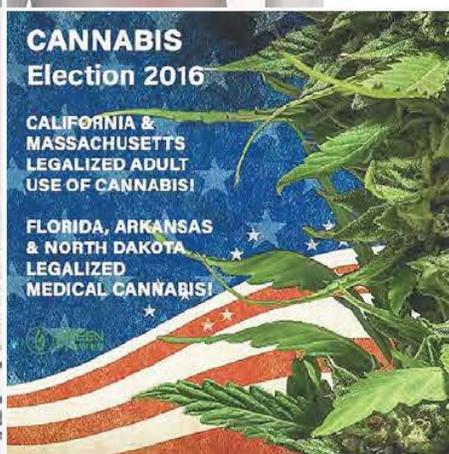
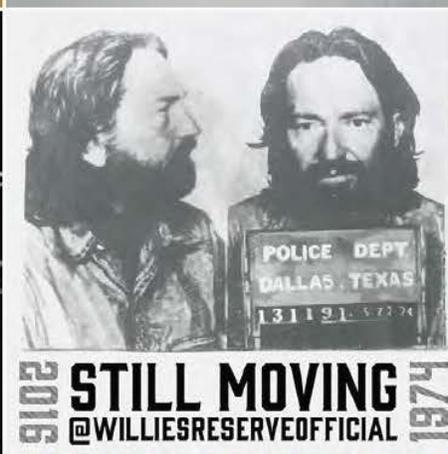


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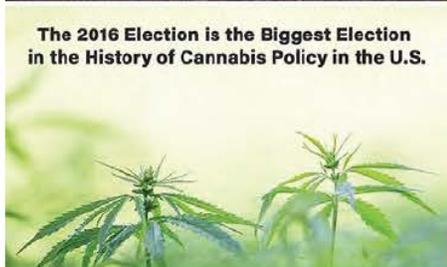
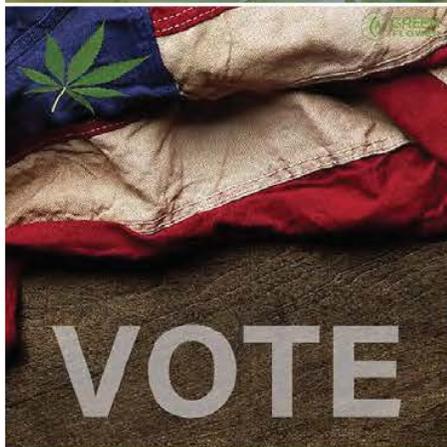
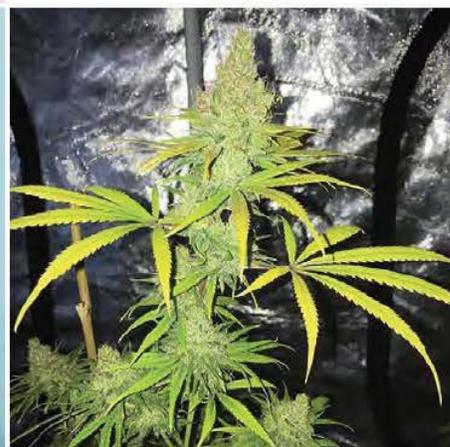
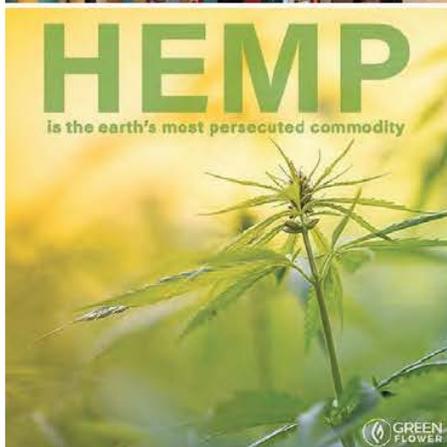
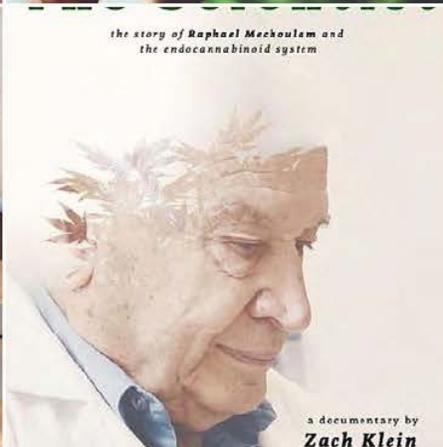


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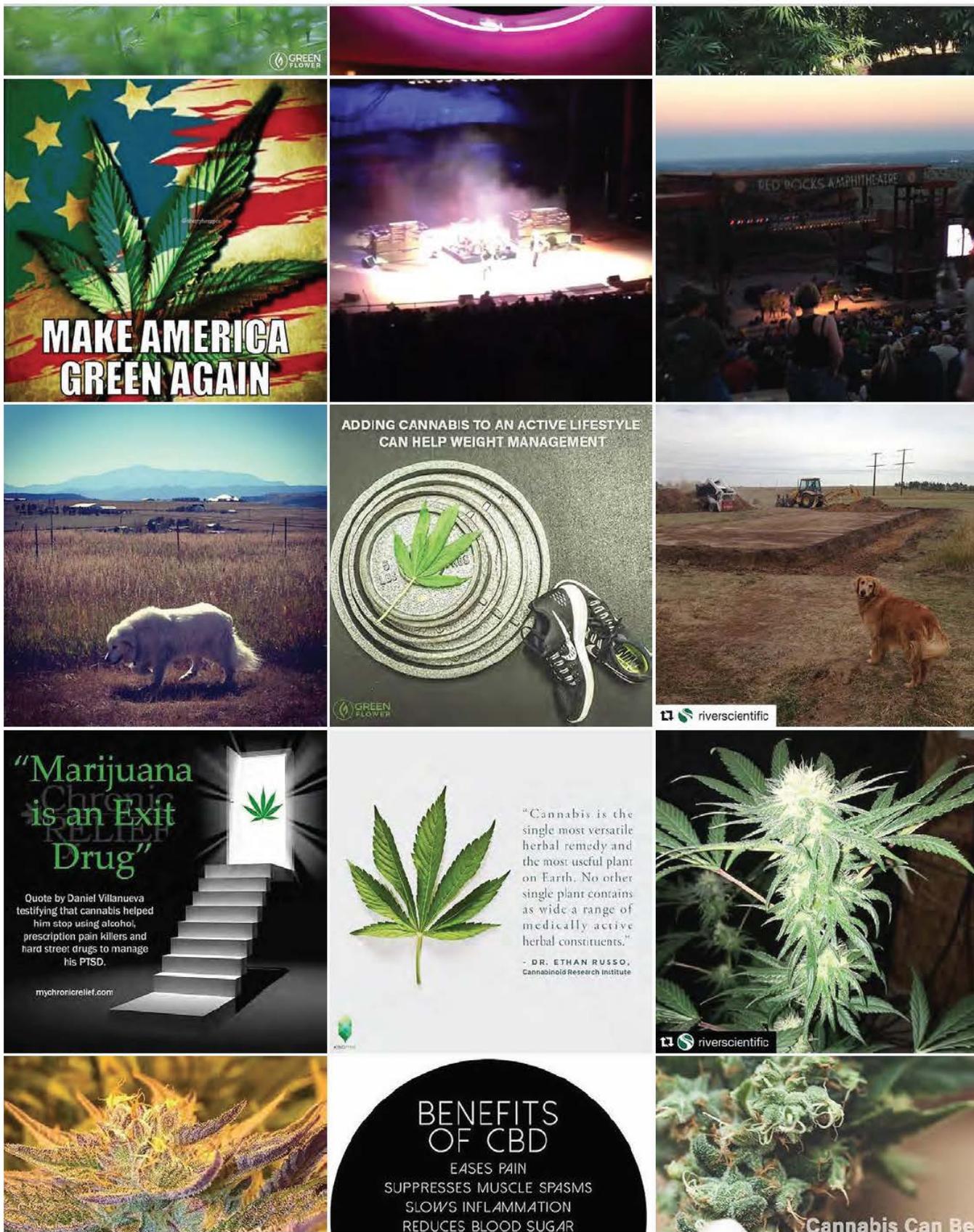


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Cannabinoids remove plaque-forming Alzheimer's proteins from brain cells.
#Education420

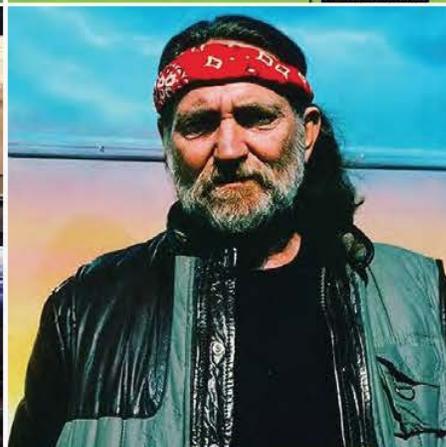
A GUN-TOTING, RADICAL, LONG HAired HIPPIE, THAT CROWS HEMDI

Employees Call in Sick to Work LESS in States That Legalized Medical Cannabis



IT'S A VERY STRANGE THING WHEN YOU MAKE NATURE ILLEGAL.

COLORADO THE WATER DEBACLE IS CLASSIC
REEFER MADNESS
THE TRUTH ABOUT MARIJUANA PARTIES



CBD & Parkinson's
A significant increase in well-being & quality of life was observed in Parkinson's patients with the use of CBD in a double-blind trial study

Coming clean with your doctor is more important than you might realize.

Did you know that - aside from cannabis - there are other herbs you can vaporize for medicinal value?
CHAMOMILE
LEMON BALM

CBD & Schizophrenia
Recent studies show CBD (cannabidiol)



Potential Medical Compounds of Cannabis

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due to its ability to stabilize disrupted NMDA receptor pathways in the brain which play a major role in learning and memory function.

Reducing nausea and stimulating appetite
Lowering blood sugar levels
Combating degenerative diseases and aging
Increasing cognitive function

QUANTATUM Read More at YouDontWantWenar.com

Relieves Pain
HempHelps.org

Could CANNABIS provide the answer for anxiety and depression? Patients and physicians are saying YES.

GREEN FLOWER

45 Ailments TREATABLE with Cannabis

IS THERE A PLANT IN THERE?
YOU BETTER NOT BE SITTING HERE PEACEFULLY WITH A PLANT

ABOVE THE IGNORANCE

WE FIGHT FOR CANNABIS LEGALIZATION BECAUSE... we love this plant, we love freedom, we love people, we love health, we love truth, and we love progress.

GREEN FLOWER



FIGHT CRIME NOT CANNABIS

From 1000 BC to 1900 AD Hemp was the planet's largest agricultural crop

HempHelps.org

THERAPEUTIC USES OF MARIJUANA

- EPILEPSY
- GLIOMAS
- ALZHEIMER'S
- FIBROMYALGIA
- DYSTONIA
- HEPATITIS C
- DIABETES
- PRURITIS
- OSTEOPOROSIS
- MRSA
- HUNTINGTON'S DISEASE
- MULTIPLE SCLEROSIS
- ALS
- CHRONIC PAIN
- TOURETTE'S SYNDROME
- HIV
- HYPERTENSION
- SLEEP APNEA
- GI DISORDERS
- RHEUMATOID ARTHRITIS
- INCONTINENCE

mnicseedbank

A PLANT THAT CAN CLOTHE, FUEL, SHELTER,

We don't know them all

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TOP THERAPEUTIC TERPENOIDS

alpha-pinene	linalool	myrcene	beta caryophyllene	limonene
FOCUSED	RELAXED	BODY BUZZ	HAPPY	ENERGETIC
memory aid bronchodilator anti-inflammatory anti-microbial	sedative anti-epileptic analgesic anti-anxiety	analgesic muscle relaxant antibiotic "couch-lock"	anti-anxiety anti-inflammatory antibiotic antimicrobial	improves mood anti-anxiety antidepressant immune booster
JACK Herl Chamomile Blue Broom Tarragon	G-12 Anesth. Herb Lavender LA Confidential	Pure Kush Blueberry White Widow Granddaddy Purple	13th Floor OG Kush Blueberry Girl Scout Cookies	OG Kush Lemon Haze Sour Diesel Lemon Skunk
Pinene breaks ice pipes, it makes you breathe easier, and helps you focus. It's also high in green tea oil and is helpful in treating depression and mental illness.	This "sweet" aroma promotes relaxation and feelings of well-being. Limonene is also found in citrus and herb oils. It explains why the smell of a lemon is so relaxing.	Muscle is found in oranges and lemons. It's also found in hops, and hops is a component of the South Island hop family. Known for reducing stress and promoting relaxation.	This terpene acts early on the process and is known to be a mood enhancer. It's also known to be a mood enhancer. It's also known to be a mood enhancer.	Smells like fresh lemons. This terpene promotes stress relief and mood elevation. It's also known to be a mood enhancer. It's also known to be a mood enhancer.



collective EVOLUTION

THIS IS CANNABIS OIL.
ONE OF THE OLDEST AND BEST MEDICINES KNOWN TO MAN.

HELPS WITH:
KILLING CANCER, EPILEPSY, POST TRAUMATIC STRESS DISORDER (PTSD), DIABETES, CROHN'S DISEASE, GOUT, PAIN RELIEF, GLAUCOMA, OPIOID DEPENDENCE, TREATING ALCOHOL ABUSE, INSOMNIA, PSORIASIS, SHINGLES, ANOREXIA, ASTHMA, FIBROMYALGIA, RHEUMATOID ARTHRITIS, MIGRAINES, DRAVET SYNDROME, MULTIPLE SCLEROSIS, AND MANY MORE CONDITIONS

It's like taking an anti-depressant, an anti-anxiety, a sleeping pill, a muscle relaxant and a therapist and putting them into a plant

78 PEOPLE DIE EACH DAY OVERDOSING ON PAINKILLERS

SOURCE: CDC

MARIJUANA

It's not just for Hippies anymore!

GREEN SOLUTION

14 years ago, Portugal decriminalized all drugs. They shifted spending to treatment. So what happened?

Addiction fell. Overdose fell. Injecting drug use down by 50%. Nobody wants to go back.

#EndTheDrugWar / chasingthescream.com

The Solution to the Opioid Epidemic

Dr. Dustin Sulak Presents the Case for Cannabis

It's time we acknowledge the solution that's right in front of us and make the life-saving treatment available.

May 10, 2016 • 5 - 8 pm at USM's Hannaford Hall or Livestreamed Online

FREE EVENT. SIGN UP NOW.

Medical Cannabis as a Solution to the Opioid Epidemic

Dr. Dustin Sulak, regarded as one of the world's leading practicing experts on medical cannabis, will be presenting a free public seminar on how medical cannabis can provide a major solution to the opioid addiction epidemic.

FREE LIVESTREAMED ONLINE
Sign Up on Eventbrite - Search "Sulak" in "Maine"

PHARMACEUTICALS: 22,000 DEATHS ANNUALLY



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DANGEROUS.

CANNABIS:
0 DEATHS ANNUALLY

Hempheps

AUTISM & THE ENDOCANNABINOID SYSTEM

the world's most versatile medicine
providing medicinal value since 2737 BC

THE WERD

"Cannabis is the single most versatile herbal remedy, and the most useful plant on Earth. No other single plant contains as wide a range of medically active herbal constituents."

- Dr. Ethan Russo

THE WERCSHOP

WHAT'S THE CONNECTION?
TERPENES

They constitute up to 90% of the essential oils contained in the glandular trichomes produced by the flowering female flowers.

Terpene families: Caryophyllene, Myrcene, Humulene, Limonene, Pinene, etc.

Although we still have a lot of research to do, cannabis continues to be the most effective remedy for hundreds of millions of people – regardless of its Schedule I classification.

GREEN FLOWER

The World Health Organization predicts mental illness will be the second leading cause of death and disability by 2020. Recent studies published in the Journal of Neuropsychopharmacology found cannabinoids, which occur naturally in the cannabis plant, have positive effects in treating depression and PTSD. Cannabis research, however, remains ill-funded because of its classification as a Schedule I substance.

hempheps

CANNABIS IS A NATURAL CURE!

BENEFITS OF CANNABINOIDS

CANNABIS AND THE BRAIN

OPHTHALMOLOGICAL
Reduces glaucoma symptoms

PSYCHOLOGICAL
Can promote better sleep
Helps manage bipolar disorder
Eases anxiety
Treats depression
Can help treat depression and PTSD
Helps manage ADD and ADHD

ABDOMINAL
Can relieve chronic symptoms of IBS and Crohn's disease
Helps treat incontinence
Eases symptoms of PMS

PALLIATIVE CARE
Eases chemotherapy side effects

I don't remember getting to vote on whether or not these should exist.

This existed before voting.

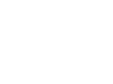
savingsophie

LIMONENE

Fights tumors and bacterial infections, stimulates the immune system, and relieves depression, & anxiety.

savingsophie

THE MOST COMMON TERPENES FOUND IN CANNABIS

Linalool	Limonene	α-Pinene β-Pinene	Trans-Caryophyllene
 Aroma: Floral, citrus, candy Effects: Sedation, anxiety relief Medical value: anti-depressant Also found in: lavender	 Aroma: Citrus Effects: Stimulates elevated mood Medical value: anti-cancer, anti-inflammatory, anxiolytic Also found in: lemons, oranges, and grapefruit	 Aroma: Pine Effects: Increased energy Medical value: anti-inflammatory, anti-anxiety Also found in: pine trees, rosemary, sage	 Aroma: Spicy Effects: Medicinal Medical value: anti-inflammatory Also found in: black cloves

IS CBD THE NEW ANTI-DEPRESSANT?

NEUROPHARMACOLOGY

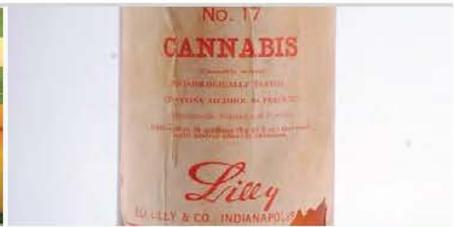
MYRCENE

Reduces inflammation, aids with sleep, suppresses muscle spasms, relieves pain, and inhibits cell mutation, including cancer cells.



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CBD (Cannabidiol)

Effective in treating:

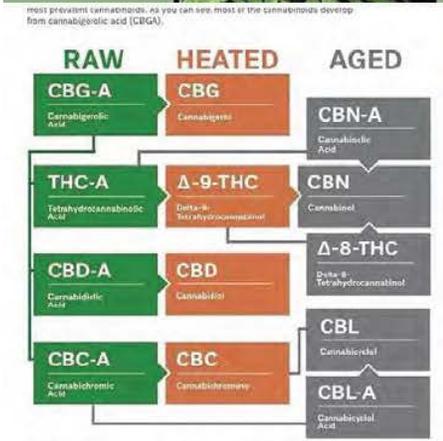
- Chronic Pain
- Inflammation
- Bi-Polar Disorders
- Multiple-Sclerosis
- Sleep Disorders
- Cancer
- Epilepsy
- Psoriasis
- Anxiety



The CANNABIS CONTINENT:

North America likely first to the finish line for legalization

mmjgirls



CANNABINOIDS

THE ULTIMATE GUIDE TO CANNABIS MEDICINE

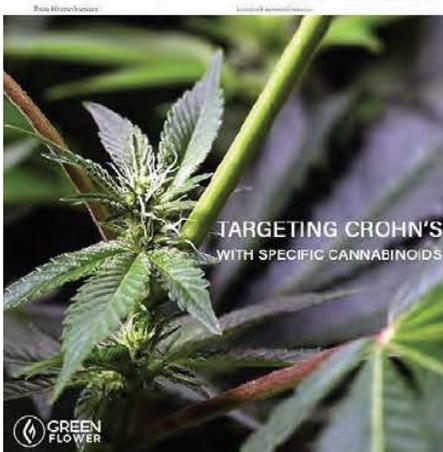
	THC	CBD	CBG	CBN	CBC	THCV	CBGA	CGCA	CBC
Pain	•	•							
Nausea	•								
Appetite	•								
Stomach	•								
Immunity		•							
Heart		•							
Brain		•							
Memory		•							
Focus		•							
Stress		•							
Depression		•							
Chronic Pain		•							
Arthritis		•							
Multiple Sclerosis		•							
Epilepsy		•							
Alzheimer's		•							
Diabetes		•							
Obesity		•							
Heart Disease		•							
Stroke		•							
High Blood Pressure		•							
Low Blood Pressure		•							
Heart Failure		•							
Coronary Artery Disease		•							
Chronic Kidney Disease		•							
Acute Kidney Injury		•							
Chronic Liver Disease		•							
Alcoholic Liver Disease		•							
Non-Alcoholic Fatty Liver Disease		•							
Chronic Pancreatitis		•							
Acute Pancreatitis		•							
Chronic Obstructive Pulmonary Disease		•							
Asthma		•							
Chronic Rhinosinusitis		•							
Allergic Rhinitis		•							
Chronic Urticaria		•							
Atopic Dermatitis		•							
Psoriasis		•							
Chronic Itchy Skin		•							
Chronic Hives		•							
Chronic Fatigue Syndrome		•							
Chronic Pain		•							
Chronic Headaches		•							
Chronic Migraines		•							
Chronic Tension Headaches		•							
Chronic Sinusitis		•							
Chronic Allergies		•							
Chronic Anxiety		•							
Chronic Depression		•							
Chronic Stress		•							
Chronic Insomnia		•							
Chronic Sleep Apnea		•							
Chronic Hypertension		•							
Chronic Diabetes		•							
Chronic Obesity		•							
Chronic Heart Disease		•							
Chronic Stroke		•							
Chronic Alzheimer's		•							
Chronic Parkinson's		•							
Chronic Huntington's		•							
Chronic ALS		•							
Chronic MS		•							
Chronic Epilepsy		•							
Chronic Cancer		•							
Chronic HIV/AIDS		•							
Chronic Hepatitis		•							
Chronic Kidney Disease		•							
Chronic Liver Disease		•							
Chronic Pancreatitis		•							
Chronic Gallstones		•							
Chronic Bile Duct Disease		•							
Chronic Crohn's		•							
Chronic Ulcerative Colitis		•							
Chronic Irritable Bowel Syndrome		•							
Chronic Celiac Disease		•							
Chronic Lactose Intolerance		•							
Chronic Fructose Intolerance		•							
Chronic Phenylketonuria		•							
Chronic Sickle Cell Anemia		•							
Chronic Hemophilia		•							
Chronic Thalassemia		•							
Chronic G6PD Deficiency		•							
Chronic Tay Sachs Disease		•							
Chronic Phenylketonuria		•							
Chronic Mucopolysaccharidosis		•							
Chronic Hunter Syndrome		•							
Chronic Hurler Syndrome		•							
Chronic Hunter-Hunter Syndrome		•							
Chronic Hunter-Hunter Syndrome		•							
Chronic Hunter-Hunter Syndrome		•							
Chronic Hunter-Hunter Syndrome		•							

THE SCIENCE BEHIND TERPENES

Aromatic and holistic, these scientifically-proven compounds are known to have multiple therapeutic benefits.

ALPHA PINENE/BETA PINENE	GERANICL
• alertness, memory aid	• whole body detox
• antiseptic, anti-inflammatory	• anti-tumor, antioxidant
• relieves asthma	
LINALOOL	LIMONENE
• blocks negative mood	• elevated mood, stress relief
• anti-anxiety	• boosts immunity, anti-tumor
• pain relief, anti-convulsant	
MYRCENE	GAMMA TERPINOLENE
• sedative, relaxant	• sleep aid, anti-bacterial
• relieves pain, inflammation and depression	• antioxidant, anti-tumor
	CAMPHERE
	• antioxidant, anti-inflammatory
TERPINOL	NEROL
• antiviral, antimicrobial immunostimulant	• antiseptic, sedative
	CITRONELLOL
	• anti-depressant, antiseptic

EVOXE LABORATORIES



If you believe that Tylenol is medicine and marijuana isn't, you might not know that one hundred people will die this year from using Tylenol, whereas no one has ever died from cannabis.

End prohibition and save lives.

collective EVOLUTION

No woman should fear being stigmatized by society for using cannabis.

GREEN FLOWER

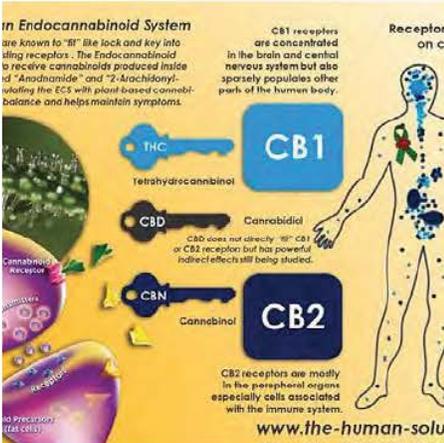
THC was found to be 20x stronger than aspirin and 2x stronger than hydrocortisone at reducing

CANNABIS

Cell Protectant Analgesic

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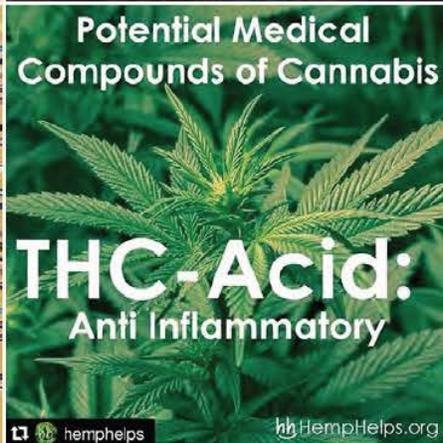
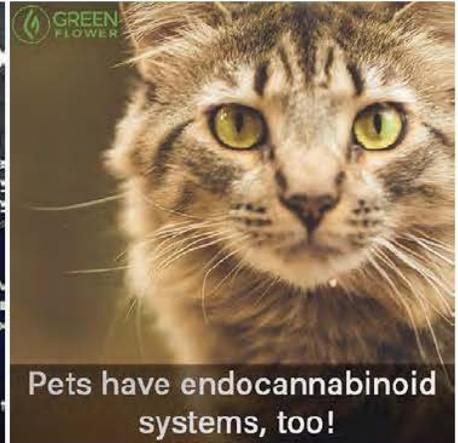


What is CBD?

CBD — CBD — is a compound in Cannabis that has medical benefits. It does not make people feel "stoned" and actually counters some of the effects of THC. The reduced psychoactivity of CBD-rich Cannabis may be a promising treatment option for patients seeking anti-inflammatory, anti-anxiety and/or anti-spasm effects without disconcerting effects.

Research and clinical studies indicate that CBD could be effective in treating a wide range of difficult-to-control conditions including rheumatoid arthritis, diabetes, alcoholism, PTSD, epilepsy, antibiotic-resistant infections and neurological disorders.

Recent studies have demonstrated neuroprotective effects, and its anti-cancer properties are being explored at several academic research centers in several countries.

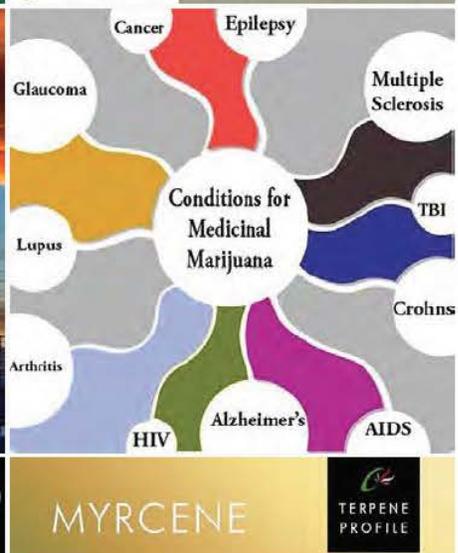
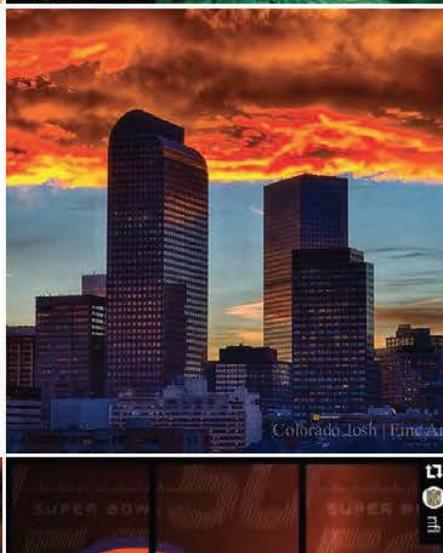
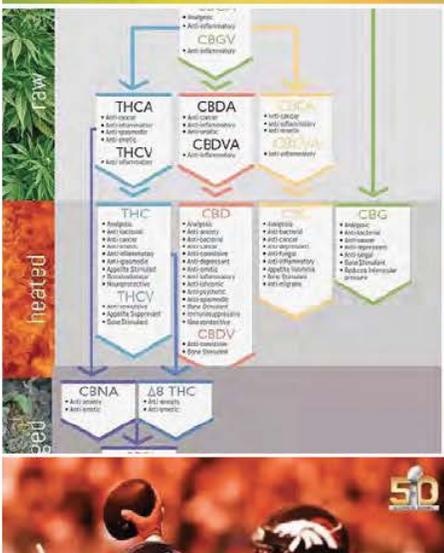


Anandamide

- 1st Endo-Cannabinoid Discovered by Prof. Raphael Mechoulam
- Sanskrit Meaning: "Joy, Bliss, Delight"
- Effects Occur in Either the Central or Peripheral Nervous System
- 1998 Study, "Inhibits Human Breast Cancer Cell Proliferation"
- Legal

Sativaisticated

SATIVAisticated WHERE MARIJUANA SOPHISTICATES MEET THE WORLD

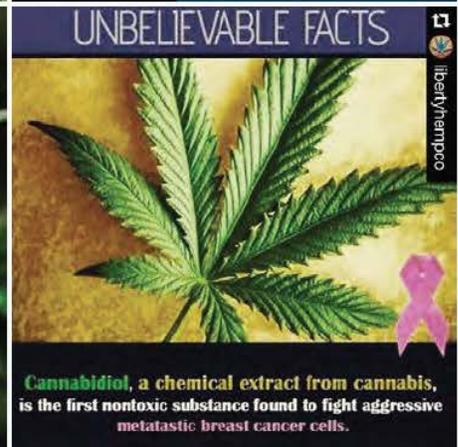
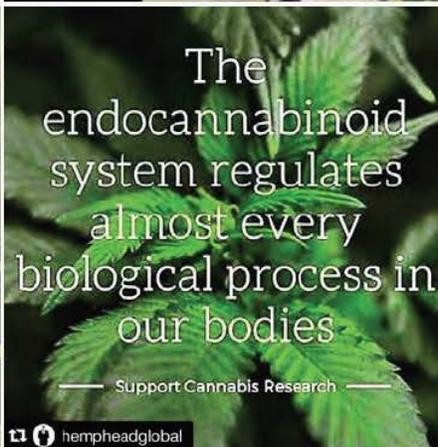
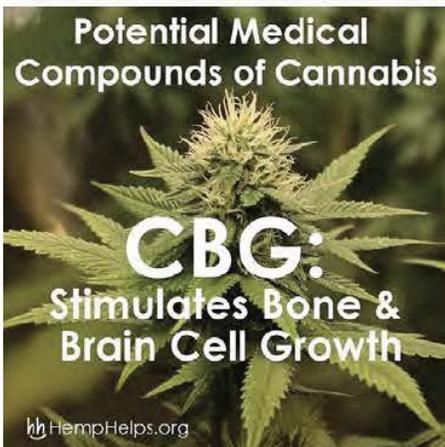
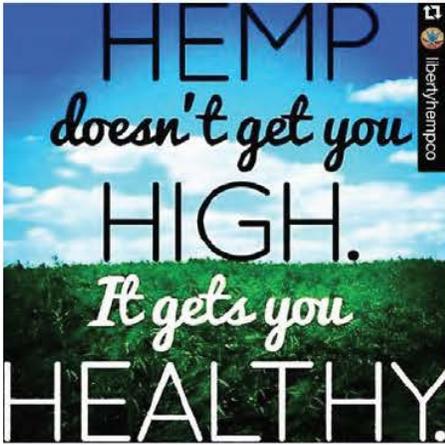
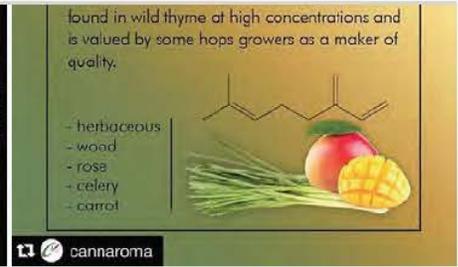
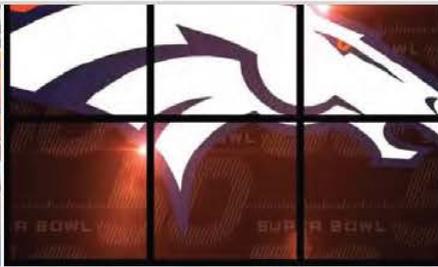


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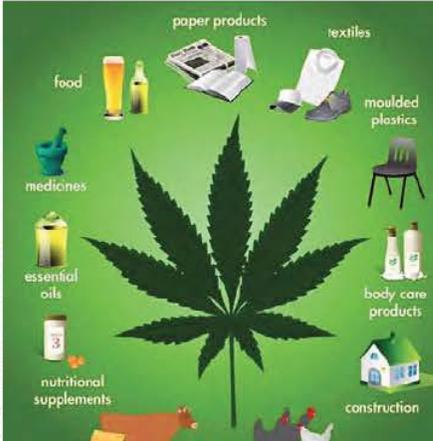
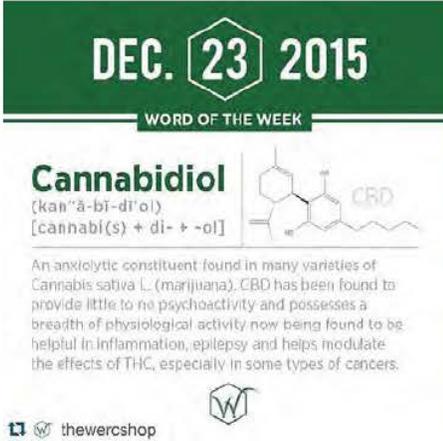
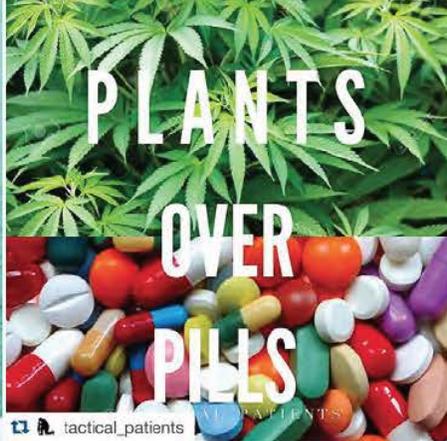
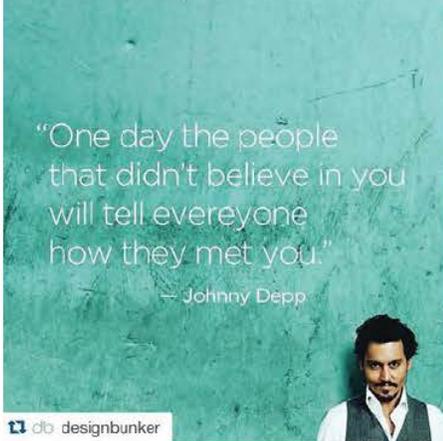


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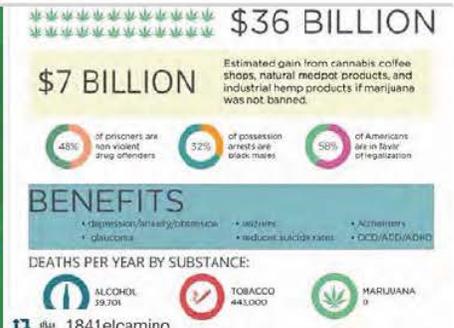
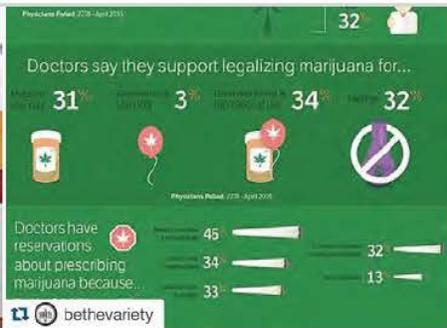
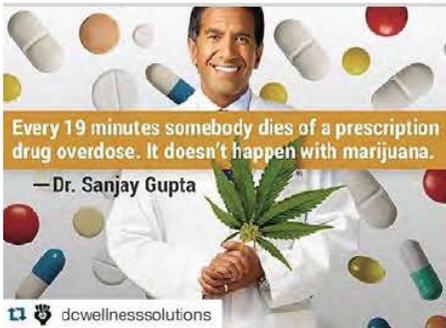


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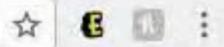
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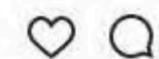
piyaa_naturals Great!

strainmastercasper Please let me know when this is available

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truorganicsco Love your page



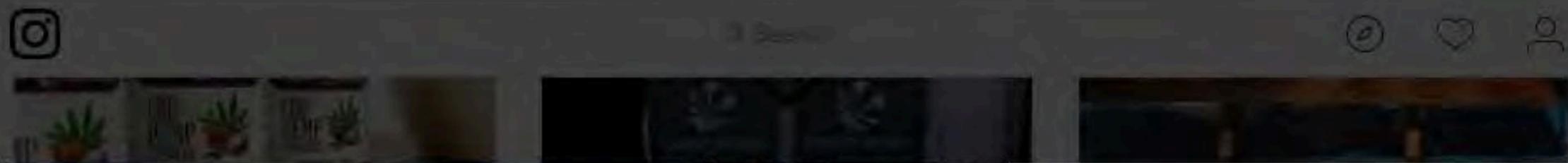
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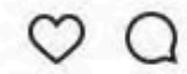
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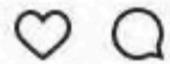
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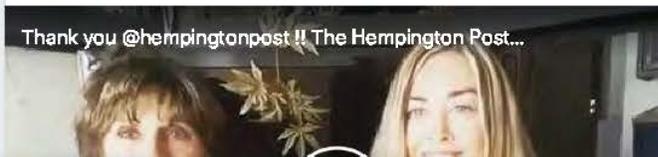
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