IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

REVOCATION OF OLD POWER OF ATTORNEY
AND GRANT OF NEW POWER OF ATTORNEY

Seventh Generation, Inc., located at **60 Lake St. Burlington, Vermont, 05401, United States of America**, hereby revokes all previous Powers of Attorney and appoints Pamela T. Church, Lisa W. Rosaya, Lindsey Utrata, Joshua Wolkoff and the law firm of Baker & McKenzie LLP, 452 Fifth Avenue, New York, New York 10018 and its attorneys, to transact all business in the United States Patent and Trademark Office relating to the trademark application(s)/registration(s) listed in the attached Schedule A.

Date: 29th November, 2016

By: _____

Name: Terry Daly

Title: Duly authorised

Schedule A

Mark	Reg. No. / Serial No.
100% CLEAN 0%TOXIC	4636906
SEVENTH GENERATION	4125492
	4154583
	4496327
	4540345
	4257474
SEVENTH GENERATION BOOSTS	4456282
	4080347
WEE GENERATION	4332470
WEE GENERATION	4332459
CARING TODAY FOR SEVEN GENERATIONS OF TOMORROWS.	4594164
PLANTTECH	4969247
PURELY CLEAN	4769813
PURELY SOFT	4769839

seventh generation	4808793
ENERGYSMART	4999014
PUREFIT	4568847
THIS PRODUCT HELPS WOMEN DISCOVER HOW!	4789623
ROOTED BEAUTY	4773288
PURE INGREDIENTS HEALTHY SKIN	4437208
SEVENTH GENERATION	1847543
SEVENTH GENERATION	3434261
SEVENTH GENERATION	3917862
SEVENTH GENERATION	3778096
ULTRA POWER PLUS	86225779 (Application No.)
% BLEACHING CHEMICALS	86465650 (Application No.)
0%	86461597 (Application No.)
0%	86976821 (Application No.)
100% CLEAN 0% TOXIC	86449303 (Application No.)
GENERATION GOOD	86603126 (Application No.)
COCONUT CARE	86659119 (Application No.)
SEVENTH GENERATION COCONUT CARE	86664781 (Application No.)
FREE & CLEAR	86697884 (Application No.)
HEALTHY BABY HOME PARTY	86789537 (Application No.)
COME CLEAN	86913310 (Application No.)
GENERATION GOOD BY SEVENTH GENERATION	87036304 (Application No.)
CHOOSE A PRODUCT, CHANGE A LIFE!	86482582 (Application No.)
EMPOWERMINT	86629995 (Application No.)