

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hocalar B.V.		11/15/2004	CORPORATION: NETHERLANDS

RECEIVING PARTY DATA	
Name:	Kids International Corp.
Street Address:	100 West 33rd Street
Internal Address:	2nd Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10001
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 7		
Property Type	Number	Word Mark
Registration Number:	1975001	AEROBLU
Registration Number:	2160718	BLUE MEDALLION
Registration Number:	2159746	CIRCLE OF FRIENDS
Registration Number:	1562100	EJ FRIENDS
Registration Number:	1552822	GIRL STYLE
Registration Number:	1961599	GIRLSTYLE
Serial Number:	74259405	MOMENTO

CORRESPONDENCE DATA	
Fax Number:	(212)940-8986
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212 940-8800
Email:	cheryl.blum@kmzr.com
Correspondent Name:	Linda S. Chan
Address Line 1:	575 Madison Avenue
Address Line 4:	New York, NEW YORK 10022

CH \$190.00 1975001

ATTORNEY DOCKET NUMBER:

SHIB 11.906B

NAME OF SUBMITTER:

Cheryl Blum

Total Attachments: 4

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Hocalar B.V. (“ASSIGNOR”), a corporation organized and existing under the laws of Netherlands, having a place of business at Hessenbergweg 111, 1101 BS Amsterdam ZO , Netherlands, has adopted, used and is the owner of the entire right, title and interest in and to certain trademarks, service marks and trade names, and registrations and pending applications therefor, identified and listed on Schedule A hereto and made a part hereof, (collectively, the “Scheduled Marks”), and the priority rights associated therewith; and

WHEREAS, the said ASSIGNOR desires to transfer, assign, convey, deliver, set over and vest all of said right, title and interest for the United States and all other foreign countries unto and in Kids International Corp. (“ASSIGNEE”), a corporation organized and existing under the laws of Delaware, having a place of business at 100 West 32nd Street, 2nd Floor, New York, New York, USA; and

WHEREAS, ASSIGNEE desires to receive from ASSIGNOR all of said right, title and interests in the Scheduled Marks;

WHEREAS, ASSIGNEE is a successor to the business of ASSIGNOR, or a portion thereof, to which the Scheduled Marks pertain, and that business is existing and ongoing;

NOW THEREFORE, in consideration of One Dollar (\$1.00) and other valuable consideration, the receipt and adequacy of which are hereby acknowledged, ASSIGNOR does hereby assign, convey, transfer, deliver, set over and vest to and in ASSIGNEE, its successors and assigns, absolutely and forever, this entire right, title and interest, whether statutory or common law, in and to the Scheduled Marks, and all the rights and privileges related thereto including but not limited to the priority rights arising from said application and mark, the right to recover and take all such proceedings as may be necessary for the recovery of damages or otherwise in respect of past, present and future infringement and dilution, together with that part of the goodwill of the business connected with the use of and symbolized by said Scheduled Marks throughout the world.

ASSIGNOR agrees to execute such further papers and do such other acts as may be necessary to obtain, assign, renew, issue or enforce the aforementioned Scheduled Marks, including, but not limited to any acts which may be necessary, desirable or convenient for

claiming said priority rights and perfecting ASSIGNEE's title in the aforementioned Scheduled Marks.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment of Trademarks to be executed and delivered as of this 15th day of November, 2004.

ASSIGNOR
Hocalar B.V.

By: _____

Name: Henk Keilman

Title: CEO

SCHEDULE A

Mark	Country	Application/ Registration No.	Filing Date/ Registration Date
AERO BLU	USA	1,975,001	May 21, 1996
BLUE MEDALLION	USA	2,160,718	May 26, 1998
CIRCLE OF FRIENDS	USA	2,159,746	May 19, 1998
EJ FRIENDS	USA	1,562,100	October 24, 1989
GIRL STYLE	USA	1,552,822	August 22, 1989
GIRL STYLE (and design)	USA	1,961,599	March 12, 1996
MOMENTO	USA	74/259,405	January 20, 1996