

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	01/08/2008

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BabyUniverse, Inc.		01/08/2008	CORPORATION: FLORIDA

RECEIVING PARTY DATA

Name:	The Parent Company
Street Address:	1099 18th Street
Internal Address:	Suite 1800
City:	Denver
State/Country:	COLORADO
Postal Code:	80202
Entity Type:	CORPORATION: COLORADO

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	3260802	BABYUNIVERSE
Registration Number:	3126119	BABY UNIVERSE.COM
Registration Number:	3005805	DREAMTIME BABY
Registration Number:	2469267	A UNIVERSE OF BABY PRODUCTS AT BABY PRICES
Registration Number:	2545925	BABYUNIVERSE.COM
Registration Number:	2471278	BABY UNIVERSE.COM
Registration Number:	2332448	EPREGNANCY
Serial Number:	77211749	POSHCRAVINGS
Serial Number:	78878637	BABYTV.COM
Serial Number:	77303485	THE PARENT COMPANY

CORRESPONDENCE DATA

OP \$265.00 3260802

Fax Number: (303)592-3140
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 303-592-3128
Email: katherine.duplay@bartlit-beck.com
Correspondent Name: Katherine E. Duplay
Address Line 1: Bartlit Beck et al.
Address Line 2: 1899 Wynkoop Street, 8th Floor
Address Line 4: Denver, COLORADO 80202

NAME OF SUBMITTER:	Vice President
Signature:	/Barry Hollingsworth/
Date:	01/14/2008

Total Attachments: 4
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Jurisdiction _____

Street address _____
(Street number and name)

(City) (State) (ZIP/Postal Code)

(Province - if applicable) (Country)

Mailing address
(leave blank if same as street address) _____
(Street number and name or Post Office Box information)

(City) (State) (ZIP/Postal Code)

(Province - if applicable) (Country)

ID Number _____
(Colorado Secretary of State ID number)

Entity name or true name _____

Form of entity _____

Jurisdiction _____

Street address _____
(Street number and name)

(City) (State) (ZIP/Postal Code)

(Province - if applicable) (Country)

Mailing address
(leave blank if same as street address) _____
(Street number and name or Post Office Box information)

(City) (State) (ZIP/Postal Code)

(Province - if applicable) (Country)

(If the following statement applies, adopt the statement by marking the box and include an attachment.)

There are more than three merging entities and the ID number (if applicable), entity name or true name, form of entity, jurisdiction under the law of which it is formed, and the principal address of each additional merging entity is stated in an attachment.

2. For the surviving entity, its entity ID number (if applicable), entity name or true name, form of entity, jurisdiction under the law of which it is formed, and principal address are

Notice:

Causing this document to be delivered to the Secretary of State for filing shall constitute the affirmation or acknowledgment of each individual causing such delivery, under penalties of perjury, that such document is such individual's act and deed, or that such individual in good faith believes such document is the act and deed of the person on whose behalf such individual is causing such document to be delivered for filing, taken in conformity with the requirements of part 3 of article 90 of title 7, C.R.S. and, if applicable, the constituent documents and the organic statutes, and that such individual in good faith believes the facts stated in such document are true and such document complies with the requirements of that Part, the constituent documents, and the organic statutes.

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8. The true name and mailing address of the individual causing this document to be delivered for filing are

Hollingsworth	Barry		
<i>(Last)</i>	<i>(First)</i>	<i>(Middle)</i>	<i>(Suffix)</i>
c/o Katherine E. Duplay, Bartlit Beck et al.			
<i>(Street number and name or Post Office Box information)</i>			
1899 Wynkoop Street, 8th Floor			
Denver	CO	80202	
<i>(City)</i>	<i>(State)</i>	<i>(ZIP/Postal Code)</i>	
	USA		
<i>(Province - if applicable)</i>	<i>(Country)</i>		

(If applicable, adopt the following statement by marking the box and include an attachment.)

This document contains the true name and mailing address of one or more additional individuals causing the document to be delivered for filing.

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