

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BAbystyle, Inc.		05/29/2009	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	LMC Right Start, Inc.
Street Address:	12300 Liberty Boulevard
City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	2391051	B BABY STYLE
Registration Number:	2562149	BABYSTYLE
Registration Number:	2802620	BABYSTYLE
Registration Number:	3397039	BABYSTYLE
Registration Number:	2687038	BABYSTYLE
Registration Number:	2892830	CADEAU
Registration Number:	3052104	CADEAU
Registration Number:	2810499	CADEAU
Registration Number:	2814966	CADEAU
Registration Number:	2209687	IBABY
Registration Number:	2750781	KIDSTYLE

CORRESPONDENCE DATA

Fax Number: (303)298-0940

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

900140376

**TRADEMARK
 REEL: 004038 FRAME: 0862**

CH \$290.00 2391051

Phone: 303-299-8385
Email: dschachter@sah.com
Correspondent Name: David N. Schachter
Address Line 1: 633 17th St.
Address Line 2: Suite 3000
Address Line 4: Denver, COLORADO 80202

ATTORNEY DOCKET NUMBER:	057351418
NAME OF SUBMITTER:	David N. Schachter
Signature:	/David N. Schachter/
Date:	08/06/2009

Total Attachments: 3
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ASSIGNMENT OF TRADEMARKS

Whereas, Babystyle, Inc., a Delaware Corporation with its address at 865 South Figueroa, Suite 2720, Los Angeles, California 90017, ("ASSIGNOR"), to its knowledge, has adopted, owns and is using or intends to use the trademarks and service marks listed on Exhibit A hereto (the "Assigned Marks") in connection with the goods and/or services as set forth in the certificates of registration identified on Exhibit A, on file with the U. S. Patent and Trademark Office; and

Whereas, LMC Right Start, Inc., a Delaware corporation ("ASSIGNEE"), has acquired from Assignor all right and title in and to the Assigned Marks, together with their associated good will and in the goods and services in connection with which Assignor is using or intends to use the Assigned Marks;

Whereas, Assignor and Assignee are parties to the Amended Asset Purchase Agreement dated May 28, 2009 (the "Agreement") providing for the execution and delivery of this assignment by Assignor to Assignee; and

Assignor shall, upon request by Assignee, at Assignee's cost and expense, execute, acknowledge and deliver additional documents as may be reasonably requested by Assignee in order to more effectively sell, transfer, convey and assign to Assignee all of Assignor's right, title, and interest in and to the Assigned Marks, and the applications and registrations therefor.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign and transfer to Assignee, its successor, assigns and legal representatives, all right, title and interest that it may have in and to and to the Assigned Marks, and all associated good will.

All representations and warranties from Assignor to Assignee in the Agreement with respect to the Assigned Marks and the other rights assigned above are incorporated herein by reference. Nothing contained herein shall be deemed to modify, expand or amend any of such representations or warranties or rights or remedies of either Assignor or Assignee under the Agreement.

**EXHIBIT A
ASSIGNED MARKS**

MARK	SERIAL NUMBER	REG'N NUMBER	REG'N DATE
1. B BABY STYLE	75645203	2391051	10/03/2000
2. BABYSTYLE	75602533	2562149	04/16/2002
3. BABYSTYLE	75669413	2802620	01/06/2004
4. BABYSTYLE	77034899	3397039	03/18/2008
5. BABYSTYLE	76023582	2687038	02/11/2003
6. CADEAU	76532627	2892830	10/12/2004
7. CADEAU	76532628	3052104	01/31/2006
8. CADEAU	78162598	2810499	02/03/2004
9. CADEAU	78162639	2814966	02/17/2004
10. IBABY	75265475	2209687	12/08/1998
11. KIDSTYLE	76023581	2750781	08/12/2003

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