

03-12-1999

Attorney Docket No. 18675-001600

FORM PTO-1594

1-31-92
MEO 3-2-99



100981479

SHEET

U.S. DEPARTMENT OF COMMERCE
Patents and Trademark Office

To the Honorable Commissioner of Patents

original documents or copy thereof.

1. Name of conveying party(ies):

address of receiving party(ies)

Etna Products Co., Inc.

Name: eToys Inc.

- Individual(s)
- General Partnership
- Corporation-State: New Jersey
- Other

Internal Address:
 Street Address: 2850 Ocean Park Boulevard, Suite 225
 City: Santa Monica State: California ZIP: 90405

Additional name(s) of conveying parties attached? Yes No

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State: Delaware
- Other

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other:
- Merger
- Change of Name

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designation must be a separate document from Assignment)

Additional names and addresses attached? Yes No

Execution Date: January 28, 1999 and February 3, 1999

4. Application Number(s) or Registration Number(s).

A. Trademark Application No(s): 75/611,845

B. Trademark Registration No(s):

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: John C. Baum, Esq.
TOWNSEND AND TOWNSEND AND CREW LLP
Two Embarcadero Center, 8th Floor
San Francisco, California 94111-3834
(415) 576-0200

6. Total number of applications and registrations involved 1

7. Total fee (37 CFR 3.41): \$40.00

- Enclosed
- Charge Fees to Deposit Account
- Charge any additional fees associated with this paper or during the pendency of this application, or credit any overpayment, to deposit account.

8. Deposit account number: 20-1430

(Attach duplicate copy of this page if paying by deposit account)

(03/08/1999 JSHABAZZ 00000071 201430 75611845)
01 FC:481 40.00 CH

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing is true and correct and any attached copy is a true copy of the original document.

John C. Baum
Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments and document: 3

10. Change Correspondence Address to that of Part 5? Yes No

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover to:

Asst. Commissioner for Trademarks
Box: Assignments
Washington, D.C. 20231

SF 195251 v1

TRADEMARK
REEL: 1865 FRAME: 0944

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT ("Assignment"), effective January 28, 1999, is by and between Etna Products Co., Inc., a New Jersey corporation having a principal place of business at 53 West 23rd Street, New York, New York 10023 ("Assignor") and eToys Inc., a Delaware corporation having a principal place of business at 2850 Ocean Park Boulevard, #225, Santa Monica, California 90405 ("Assignee").

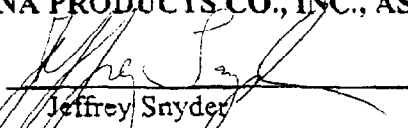
WHEREAS, Seller adopted, owns, and has used the **ETOYS** name and mark on and in connection with games, toys, and playthings and sales, distribution, and importation services in connection therewith (hereinafter "the Mark"):

WHEREAS, Assignor desires to assign to Assignee all of Assignor's right, title and interest in and to the Mark worldwide together with the good will of the business pertaining thereto.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee the entire right, title and interest throughout the world in and to the Mark (including without limitation United States Trademark Application Serial No. 75/611,845 and any registrations and other applications therefor worldwide), together with the whole of the goodwill of the business connected with and symbolized by the Marks, and together with all claims for past infringement(s) of the Marks, including without limitation the right to sue for, collect and recover damages and profits for the same.

In **WITNESS HEREOF**, the parties have caused this instrument to be executed by their duly authorized corporate officers as of the dates set forth hereinbelow.

ETNA PRODUCTS CO., INC., ASSIGNOR

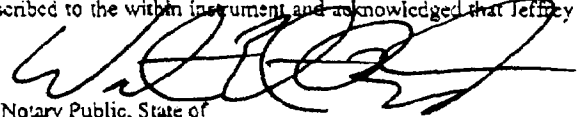
By: 
Jeffrey Snyder

Title:
Dated: 28th
STATE OF NEW YORK
COUNTY OF NEW YORK

) SS.

WALTER ELIOT BARD
Notary Public, State of NY
No. 31-4995676
Qualified in New York County
Comm. Expires April 27, ~~1999~~
2000

On this 28th day of January in the year 1999, before me, the undersigned, a Notary Public in and for said State, personally appeared, Jeffrey Snyder, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name subscribed to the within instrument and acknowledged that Jeffrey Snyder executed the same. Witness my hand and official seal.

Signature 
Notary Public, State of _____
My commission expires: _____

ETOYS INC., ASSIGNEE

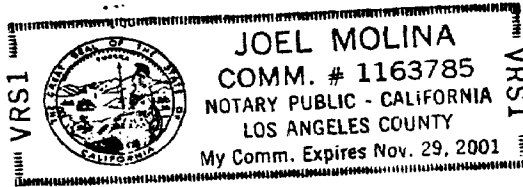
By: Edward Lenk
Edward Lenk
President and CEO

Dated:

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS.

On this 3rd day of FEBRUARY in the year 1999, before me, the undersigned, a Notary Public in and for said State, personally appeared, Edward Lenk, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name subscribed to the within instrument and acknowledged that Edward Lenk executed the same. Witness my hand and official seal.

Signature Joel Molina
Notary Public, State of CALIFORNIA
My Commission expires: 11-29-01



SP 113026-VI