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To the Honorable Commissioner of

101079787

Attached original documents or copy thereof.

1. Name of conveying party(ies):  
Diplomat Direct Marketing Corporation

- Individual(s)
  - General Partnership
  - Corporation-State DE
  - Other
  - Association
  - Limited Partnership
- Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

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

May 12, 1999

Execution Date:

2. Name and address of receiving party(ies)

Name: Ecology Kids, Inc.

Internal Address:

Street Address: 25 Kay Fries Drive

City: Stony Point State: NY Zip: 10980

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

If assignee is not domiciled in the United States, a designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or trademark

A. Trademark Application No.(s)

B. Trademark Registration  
2,006,575 2,174,107 2,174,108

Additional numbers attached?  Yes  No

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

Name: Federal Research Corp.

Internal Address:

Street Address: 400 Seventh St NW

Suite 101

City: Wash DC ZIP 20004

6. Total number of applications and registrations

3

7. Total fee (37 CFR 3.41) \$ 90.00 E

- Enclosed
- Authorized to be charged to deposit

8. Deposit account number:

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

06/29/1999 NTHAI1 00000137 2006575

DO NOT USE THIS SPACE

01 FC:481 40.00 OP  
02 FC:482 50.00 OP

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

Nancy A. Butler  
Name of Person

*Nancy Butler*  
Signature

6/22/99  
Date

Total number of pages including cover sheet, attachments

3

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK ASSIGNMENT

Diplomat Corporation, whose name has been changed to Diplomat Direct Marketing Corporation,, a Delaware corporation ("Diplomat") with its principal place of business at 414 Alfred Avenue, Teaneck, NJ 07666, is using the mark ECOLOGY KIDS, and is the owner of that mark and the following U.S. registrations thereof: U.S. Reg.Nos. 2,006,575; 2,174,108; and 2,174,107 (the "registrations").

Diplomat desires to assign the mark ECOLOGY KIDS, the goodwill associated therewith, and the above registrations thereof to Ecology Kids, Inc., a Delaware corporation ("Ecology Kids") with its principal place of business at 25 Kay Fries Drive, Stony Point, NY 10980 desires to accept such assignment.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Diplomat hereby assigns to Ecology Kids all of its right, title and interest in the mark ECOLOGY KIDS, the goodwill associated therewith, and the registrations, together with all rights to sue and recover for past, present and future infringement thereof.

DIPLOMAT DIRECT MARKETING CORPORATION

ECOLOGY KIDS, INC.

By: *Warren H. Golden*  
Warren H. Golden  
Executive Vice President

By: *Warren H. Golden*  
Warren H. Golden  
Chief Financial Officer

May 12, 1999

May 12, 1999

SS) State of Illinois, County of Cook  
Subscribed before me this 12<sup>th</sup> day of  
May, 1999

SS) State of Illinois, County of Cook  
Subscribed before me this 12<sup>th</sup> day of  
May, 1999

*Rebecca L. Foley*  
Notary Public

*Rebecca L. Foley*  
Notary Public



**EXHIBIT A TO TRADEMARK ASSIGNMENT**

| <u>MARK</u>  | <u>REGISTRATION NO.</u> | <u>REGISTRATION DATE</u> |
|--------------|-------------------------|--------------------------|
| ECOLOGY KIDS | 2,006,575               | 10/08/96                 |
| ECOLOGY KIDS | 2,174,107               | 07/21/98                 |
| ECOLOGY KIDS | 2,174,108               | 07/21/98                 |

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**RECORDED: 06/25/1999**

**TRADEMARK  
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