

09-21-1999

FORM PTO-1594

REC

(Rev. 06/93) TRADEMARKS ONLY



U.S. Department of Commerce
Patent and Trademark Office

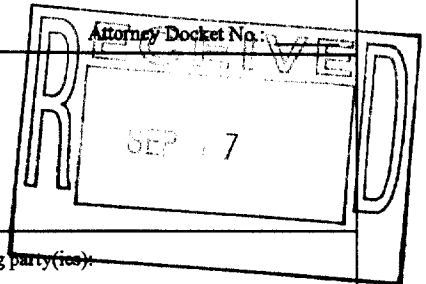
OMB No. 0651-0011 (Exp. 04/94)

101148985

Assistant Commissioner for Trademarks
Washington, D.C. 20231

Sir:

MD
9-17-99



Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies):</p> <p>COLORATIONS, INC.</p> <p>___ Additional name(s) of conveying party(ies) attached.</p>	<p>2. Name and address of receiving party(ies):</p> <p>EARLYCHILDHOOD.COM LLC 2 LOWER RAGSDALE DRIVE, SUITE 200 MONTEREY, CA, 93940</p> <p>___ Additional name(s) and address(es) attached.</p>
<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment ___ Merger ___ Security Agreement ___ Change of Name ___ Other: _____</p> <p>Execution Date: <u>September 16, 1999</u></p>	
<p>4. Application number(s) or Trademark number(s)</p> <p>A. Trademark Application No. (s)</p>	<p>B. Trademark Registration No. (s)</p> <p>1,987,941 "LITTLE BIT O' PAINT" 2,004,364 "BASIC BRIGHTS" 2,209,045 "SQUEEZABLES"</p>
<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Michael T. Gaitley Attorney at Law 351 California Street, Suite 700 San Francisco, CA 94104 415-434-9800</p>	<p>6. Total number of applications and registrations involved: <u>3</u>.</p> <p>7. Total fee(s) [37 CFR §§ 1.21(h) and 3.41]:</p> <p><u>1</u> Check(s) in the amount of \$ <u>720.90</u> enclosed.</p> <p>8. Authorization to Charge Additional Fees:</p> <p>___ The Commissioner is hereby authorized to charge any additional fees or credit any overpayment associated with this communication and which may be required under 37 CFR §§ 1.21(h) and 3.41 to Deposit Account No. _____.</p>

9. 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.

Dated: September 16, 1999

Signature: *R. Elliott*
Name: Ronald Elliott (President, Colorations, Inc.)

Total number of pages including cover sheet, attachments, and document: 4

09/21/1999 DNGUYEN 00000009 1987941

01 FC:481
02 FC:482

40.00 OP
50.00 OP

TRADEMARK
REEL: 001961 FRAME: 0064

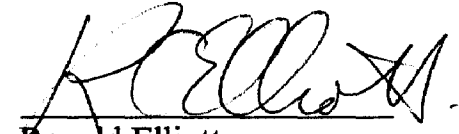
TRADEMARK ASSIGNMENT

WHEREAS, Colorations, Inc. of 2 Lower Ragsdale Drive, Monterey, CA, 93940, has adopted, used and is using a trademark "LITTLE BIT O'PAINT," registration number 1,987,941, and;

WHEREAS, Earlychildhood.com LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940 is desirous of acquiring said registered trademark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Colorations, Inc. does hereby assign to Earlychildhood.com LLC all right, title, interest and the goodwill of the business symbolized thereby in the registered trademark "LITTLE BIT O'PAINT," registration number 1,987,941.

DATE: 9-16-99


Ronald Elliott
President, Colorations, Inc.

TRADEMARK ASSIGNMENT

WHEREAS, Colorations, Inc. of 2 Lower Ragsdale Drive, Monterey, CA, 93940, has adopted, used and is using a trademark "BASIC BRIGHTS," registration number 2,004,364, and;

WHEREAS, Earlychildhood.com LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940 is desirous of acquiring said registered trademark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Colorations, Inc. does hereby assign to Earlychildhood.com LLC all right, title, interest and the goodwill of the business symbolized thereby in the registered trademark "BASIC BRIGHTS," registration number 2,004,364.

DATE: 9-16-99

A handwritten signature in black ink, appearing to read "RElliott", written over a horizontal line.

Ronald Elliott
President, Colorations, Inc.

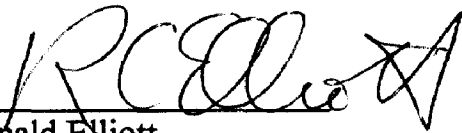
TRADEMARK ASSIGNMENT

WHEREAS, Colorations, Inc. of 2 Lower Ragsdale Drive, Monterey, CA, 93940, has adopted, used and is using a trademark "SQUEEZABLES," registration number 2,209,045, and;

WHEREAS, Earlychildhood.com LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940 is desirous of acquiring said registered trademark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Colorations, Inc. does hereby assign to Earlychildhood.com LLC all right, title, interest and the goodwill of the business symbolized thereby in the registered trademark "SQUEEZABLES," registration number 2,209,045.

DATE: 9-16-99



Ronald Elliott
President, Colorations, Inc.