

12-01-1999



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To the Honorable Commissioner of Patents and Trad

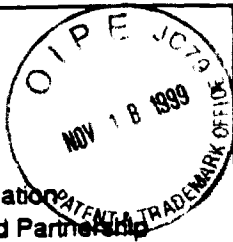
Documents or copy thereof.

1. Name of conveying party(ies):

Bonaventure Corporation

- Individual(s)
 - General Partnership
 - Corporation-State
 - Other
- Association
 - Limited Partnership
 - North Carolina

Additional name(s) of conveying party(ies) attached? Yes No



2. Name and address of receiving party(ies)

Name: eToys Inc.

Internal Address: Suite 225

Street Address: 2850 Ocean Park Boulevard

City: Santa Monica State: CA ZIP: 90405

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

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

(Designations must be a separate document from assignment)

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

3. Nature of conveyance:

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

Execution Date: November 10, 1999

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

75/476,311

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: Mary E. Cohen

Internal Address: Legal Assistant

Irell & Manella LLP

Street Address: 1800 Avenue of the Stars

City: Los Angeles State: CA ZIP: 90067

6. Total number of applications and registrations involved: 1

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

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

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

DO NOT USE THIS SPACE

9. Statement and signature.

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.

Mary E Cohen
Name of Person Signing

Mary E Cohen
Signature

11/18/99
Date

Total number of pages including cover sheet, attachments, and document: 2

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

TRADEMARK

REEL: 001994 FRAME: 0073

0000001 75/476311 40



TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is entered into by Bonaventure Corporation, a North Carolina corporation with offices located at 2007 Yanceyville Street, Suite 227, Greensboro, North Carolina 27405 ("Assignor"), as assignor, in favor of eToys, Inc., a Delaware corporation with offices located at 2850 Ocean Park Blvd., Suite 225, Santa Monica, California 90405 ("Assignee"), as assignee, with reference to the following facts and circumstances:

Assignor is the proprietor of the following Trademark application in the United States (the "Trademark"):

Trademark	Application No.	Filing Date
E-KIDZ	75/476,311	April 29, 1998

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademark and related rights.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer unto Assignee all right, title and interest of Assignor in and to the Trademark, including without limitation the Trademark application identified above, together with the goodwill of the business symbolized by the mark, as well as its entire right, title and interest in and to all State registrations of the mark heretofore granted or applied for, any and all common law rights to the Trademark in the United States and any state thereof, and any and all claims and demands it may have either at law or in equity arising out of any past infringements.

Assignor does hereby expressly agree that procedures be taken with the United States Patent and Trademark Office singly by Assignee to record the transfer of the Trademark to Assignee.

In testimony whereof, Assignor has caused this Assignment to be executed by its officer(s) thereunto duly authorized.

Dated this 10 day of November, 1999.

Bonaventure Corporation

By: John May, Jr.
John May, Jr., President