



01-20-2000

Attorney Docket No. 19494-000000

U.S. DEPARTMENT OF COMMERCE
Patents and Trademark Office

12-27-1999



U.S. Patent & TMO/TM Mail Rcpt Dt. #40

Patents and Trademark

101247321

Patents or copy thereof.

Babybucks, LLC

MRD
12-27-99

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

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

Name and address of receiving party(ies)

Name: BabyCenter, Inc.
 Street Address: 163 Freelon Street
 City: San Francisco State: CA ZIP: 94107

- 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

(Designation must be a separate document from Assignment)

Additional names and addresses attached? Yes No

3. Nature of conveyance:

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

Execution Date: June 15, 1999

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

A. Trademark Application No(s): 75/437,625

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
 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: One

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)

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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

12/23/99

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

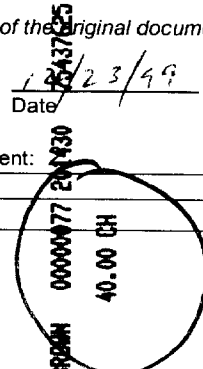
10. Change Correspondence Address to that of Part 5? Yes No

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

Mail documents to be recorded with required cover to:

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





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ASSIGNMENT

WHEREAS, Babybucks, LLC, with principal place of business at 118 King Street, Suite 225, San Francisco, California ("Assignor"), has filed and is the applicant and owner of the **BABY BUCKS** service mark which is the subject of application Serial No. 75-437625 in the United States Patent and Trademark Office, filed on February 20, 1998.


WHEREAS, BabyCenter, Inc., a Delaware corporation, with principal place of business at 163 Freelon Street, San Francisco, California ("Assignee") has acquired the entire business of Assignor and wants to acquire said service mark and the application for registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title and interest in and to said mark, worldwide, together with the goodwill of the business symbolized by the mark, and the above identified application, and all causes of action for past infringement.

This Assignment is effective June 15, 1999.

BABYBUCKS, LLC

Dated: June 15, 1999

By: 
Name: Michael J. Handelsman
Title: President