

02-03-2000

Attorney Docket No. 18176-30

FORM PTO-1594
1-31-92

12/20/99



U.S. DEPARTMENT OF COMMERCE
Patents and Trademark Office

101256431

To the Honorable Commissioner of Patents and Trademark.

Submitted original documents or copy thereof.

1. Name of conveying party(ies):
Babybucks, LLC

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

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

2. Name and address of receiving party(ies)

Name: BabyCenter, Inc.
Internal Address:
Street Address: 163 Freelon Street
City: San Francisco State: CA ZIP: 941
 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

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OPER/FINANCE

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other:
Execution Date: 6/15/99

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

6. Total number of applications and registrations involved 1

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

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)

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	December 10, 1999 Date
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Total number of pages including cover sheet, attachments and document: 2

10. Change Correspondence Address to that of Part 5? Yes No
CMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover to:
02/03/2000 TTON11 00000156 201430 75437625
01 FC:481 40.00 CH

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

051132 v1

TRADEMARK
REEL: 002015 FRAME: 0623

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.

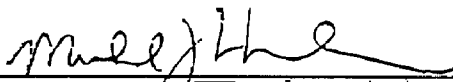
WHEREAS, BabyCenter, Inc., a Delaware corporation, with principal place of business at 163 Freelon Street, San Francisco, California ("Assignee") has acquired the entire business of Assignor and wants to acquire said service mark and the application for registration thereof;

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