

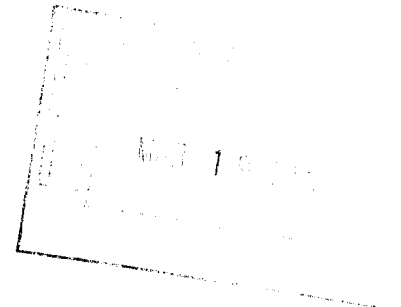
04-12-2001




101673108

3.1901

**JOHNSON & JOHNSON**  
One Johnson & Johnson Plaza  
New Brunswick, New Jersey 08933  
(732) 524-2842



<b>1. NAME OF CONVEYING PARTY:</b>  ETOYS INC. (a Delaware Corporation) 3100 Ocean Park Boulevard Suite 300 Santa Monica, California 90405	<b>2. NAME AND ADDRESS OF RECEIVING PARTY:</b>  Johnson & Johnson One Johnson & Johnson Plaza New Brunswick, New Jersey 08933 (a New Jersey Corporation)
<b>3. NATURE OF CONVEYANCE:</b>  <input checked="" type="checkbox"/> Assignment  <input type="checkbox"/> Merger  <input type="checkbox"/> Security Agreement  <input type="checkbox"/> Change of Name  <input type="checkbox"/> Other  <b>3A. EXECUTION DATE:</b> March 1, 2001	<b>2A. ASSIGNEE A FOREIGN ENTITY:</b>  YES: _____ NO: <input checked="" type="checkbox"/>  <b>2B. DOMESTIC REPRESENTATIVE DESIGNATED:</b>  YES: _____ NO: _____
<b>4A. TRADEMARK APPLICATION NOS.:</b> 75/617,754; 75/639,522; 75/834,193; 76/038,327; 76/038,329; 76/038,362; and 76/038,662 Additional numbers attached?	<b>4B. TRADEMARK REGISTRATION NO(S).:</b> 2,076,596 2,101,059 2,358,839 Additional numbers attached?
<b>5. NAME AND ADDRESS OF PARTY TO WHOM CORRESPONDENCE CONCERNING DOCUMENT SHOULD BE MAILED:</b>  Maria Kirczow Johnson & Johnson One Johnson & Johnson Plaza New Brunswick, NJ 08933	
<b>6. TOTAL NUMBER OF TITLES:</b> 10  <b>7. TOTAL FEE:</b> \$265.00  <b>8. CHARGE DEPOSIT ACCOUNT NUMBER:</b> 10-0750  Our Ref:	<b>9. The undersigned declares to the best of my knowledge and belief that the information on this cover sheet is true and correct and any copy submitted is a true copy of the original document.</b>   _____ Maria C. Kirczow  Date: March 15, 2001

Maria.doc

04/12/2001 LMBELLER 00000109 100750 75617754

01 FC:481

40.00 CH

02 FC:462

225.00 CH

**TRADEMARK**  
**REEL: 002269 FRAME: 0142**

UNITED STATES TRADEMARK ASSIGNMENT

WHEREAS, **ETOYS INC.**, a Delaware corporation, having its place of business at 3100 Ocean Park Boulevard, Suite 300, Santa Monica, California 90405 (hereinafter called "Assignor"), has adopted and used the trademarks, which trademarks have been applied for and registered for in the United States Patent and Trademark Office, as identified in Exhibit A.

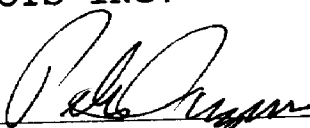
WHEREAS, **JOHNSON & JOHNSON**, a New Jersey corporation, having its place of business at One Johnson & Johnson Plaza, New Brunswick, New Jersey 08933 (hereinafter called "Assignee"), is desirous of acquiring said trademarks, applications and registrations therefor, and the good will of the business in connection with which said trademarks are used;

NOW THEREFORE, for good and valuable consideration, said Assignor does hereby sell, assign and transfer unto said Assignee, its successors and assigns, all right, title and interest in and to said trademarks, applications and registrations therefor, together with the good will of the business in connection with which said trademarks are used.

IN WITNESS WHEREOF, the said Assignor has caused these presents to be executed by its duly authorized officer on this 1st day of March, 2001.

ASSIGNOR: **ETOYS INC.**

BY:

  
Name: Peter Turzinski  
Title: Vice President

**EXHIBIT A**

<b>TRADEMARK</b>	<b>REGISTRATION NO.</b>
<b>PREGNANCY.COM</b>	<b>2,076,596</b>
<b>BABY.COM</b>	<b>2,101,059</b>
<b>BABY.WEB</b>	<b>2,358,839</b>

<b>TRADEMARK</b>	<b>APPLICATION NO.</b>
<b>BABY.INFO</b>	<b>75/617,754</b>
<b>BABY.STORE</b>	<b>75/639,522</b>
<b>CRADLE AND ALL</b>	<b>75/834,193</b>
<b>PARENTSCENTER.COM</b>	<b>76/038,327</b>
<b>PARENTCENTER.COM</b>	<b>76/038,329</b>
<b>PARENTSCENTER.COM</b>	<b>76/038,362</b>
<b>PARENTCENTER.COM</b>	<b>76/038,662</b>