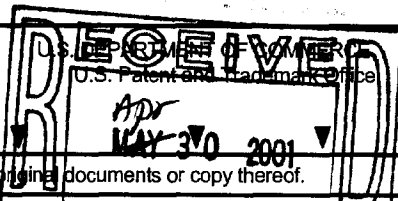


05-09-2001



Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002)  
Tab settings

101709583  
TRADEMARKS ONLY



To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Storybook Inc.

4.30.01

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

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

3. Nature of conveyance:

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

Execution Date: April 19, 2001

2. Name and address of receiving party(ies)

Name: CelebrateExpress.com, Inc.

Internal Address:

Street Address: 11220 120th Avenue, N.E.

City: Kirkland State: WA Zip: 98033

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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,950,207

40E

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Kathryn M. Wheble

Internal Address:

Street Address: Cooley Godward LLP  
One Maritime Plaza, 20th Floor

San Francisco  
City: State: CA Zip: 94111

6. Total number of applications and registrations involved:

6

7. Total fee (37 CFR 3.41).....\$ 165.00

- 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.

Kathryn M. Wheble

Name of Person Signing

Kathryn

Signature

4.24.01

Date

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

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

05/09/2001 10:18:01 00000423 1950207

01 P:481  
02 P:492

40.00 BP  
125.00 BP

TRADEMARK  
REEL: 002290 FRAME: 0386

**Registrations**

1,641,786

1,742,020

1,806,551

2,089,366

1,435,045

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT OF TRADEMARKS UNDER 37 C.F.R. 3.11


WHEREAS, Storybook Inc., a Delaware corporation, having its principal offices at 435 Hudson Street, New York, New York 10014, has adopted, used, is using and is the owner of the trademarks listed in the attached Exhibit A now registered in the United States Patent and Trademark Office;

WHEREAS, CelebrateExpress.com, Inc., a Washington corporation, having its principal offices at 11220 120<sup>th</sup> Avenue, N.E., Kirkland, Washington 98033, is desirous of acquiring said registered trademarks; and

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Storybook Inc. hereby assigns to CelebrateExpress.com, Inc. all right, title and interest in the United States in and to the trademarks, together with the goodwill of the business symbolized by said trademarks and the registrations thereof.

Signed at New York, New York, on this 19th day of April, 2001.

STORYBOOK INC.

By: 

Name: Alex S. Navarro

Title: Vice President

**Exhibit A**

Registrant: Storybook Inc.  
Mark: **STORYBOOK HEIRLOOMS**  
Registration No.: 1,950,207  
Issued: January 23, 1996

Registrant: Storybook Inc.  
Mark: **STORYBOOK HEIRLOOMS**  
Registration No.: 1,641,786  
Issued: April 16, 1991

Registrant: Storybook Inc.  
Mark: **STORYBOOK HEIRLOOMS**  
Registration No.: 1,742,020  
Issued: December 22, 1992

Registrant: Storybook Inc.  
Mark: **JUST FOR KIDS**  
Registration No.: 1,806,551  
Issued: November 23, 1993

Registrant: Storybook Inc.  
Mark: **AFTER THE STORK**  
Registration No.: 2,089,366  
Issued: August 19, 1997

Registrant: Storybook Inc.  
Mark: **AFTER THE STORK and Design**  
Registration No.: 1,435,045  
Issued: March 31, 1987

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