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FORM PTO-1594  
(Rev. 06/93) **TRADEMARKS ONLY**  
OMB No. 0651-0011 (Exp. 04/94)

REC

08-16-2001



101814638

U.S. Department of Commerce  
Patent and Trademark Office

Attorney Docket No.:



Assistant Commissioner for Trademarks  
Washington, D.C. 20231

Sir:

07-25-2001

U.S. Patent & TMO/TM Mail Rpt Dt. #57

Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies): EARLYCHILDHOOD.COM LLC <i>07/25/01</i></p> <p>___ Additional name(s) of conveying party(ies) attached.</p>	<p>2. Name and address of receiving party(ies): EARLYCHILDHOOD LLC 2 LOWER RAGSDALE DRIVE, SUITE 200 MONTEREY, CA, 93940</p> <p>___ Additional name(s) and address(es) attached.</p>
<p>3. Nature of conveyance:</p> <p><input type="checkbox"/> Assignment                      <input type="checkbox"/> Merger  <input type="checkbox"/> Security Agreement            <input checked="" type="checkbox"/> Change of Name  <input type="checkbox"/> Other: _____</p> <p>Execution Date: <u>July 1, 1999</u></p>	
<p>4. Application number(s) or Trademark number(s)</p> <p>A. Trademark Application No. (s) (SEE ATTACHMENT "A")</p>	<p>B. Trademark Registration No. (s) (SEE ATTACHMENT "B")</p>
<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Michael T. Gaitley Attorney at Law 351 California Street, Suite 700 San Francisco, CA 94104 415-434-9800</p>	<p>6. Total number of applications and registrations involved: 16.</p> <hr/> <p>7. Total fee(s) [37 CFR §§ 1.21(h) and 3.41]: <u>1</u> Check(s) in the amount of \$ <u>640</u> enclosed.</p> <hr/> <p>8. Authorization to Charge Additional Fees:  ___ The Commissioner is hereby authorized to charge any additional fees or credit any overpayment associated with this communication and which may be required under 37 CFR §§ 1.21(h) and 3.41 to Deposit Account No. _____</p>

9. 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.

Dated: July 14, 2001

Signature: *RCElliott*  
Name: Ronald Elliott, Manager - Earlychildhood.com LLC

Total number of pages including cover sheet, attachments, and document: 19

0009165800  
08/15/2001 TDIAZ1  
Name/Number: 75668393  
\$225.00 CR  
FI: 704

08/15/2001 TDIAZ1 00000053 75668393

01 FC:481 40.00 DP  
02 FC:482 375.00 DP

TRADEMARK  
REEL: 002349 FRAME: 0072

RECORDATION FORM COVER SHEET – ATTACHMENT “A”

4.A.

Trademark Application No.(s)

**75/668393**    MARBLEATIONS

**76/128073**    COLORATIONS

**76/128208**    COLORATIONS

**76/148346**    COLORS LIKE ME

**TRADEMARK**

**REEL: 002349 FRAME: 0073**

RECORDATION FORM COVER SHEET – ATTACHMENT “B”

4.B.

Trademark Registration No.(s)

<b>1,344,758</b>	DANDI-LI-ON
<b>1,412,843</b>	RAINBOW
<b>1,818,908</b>	BIOCOLOR
<b>1,852,370</b>	EARLY CHILDHOOD NEWS
<b>1,968,549</b>	FLEXITEMP
<b>1,987,941</b>	LITTLE BIT O’PAINT
<b>2,004,364</b>	BASIC BRIGHTS
<b>2,048,585</b>	FIRST ART
<b>2,052,213</b>	THE IMAGINATION PLAYGROUND
<b>2, 209,045</b>	SQUEEZEABLES
<b>2,389,794</b>	LIFELONG LEARNING STARTS HERE
<b>2,455,515</b>	DESIGN LOGO (Child Reaching for Star)

TRADEMARK ASSIGNMENT

WHEREAS, Earlychildhood.com LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940, has filed an intent to use application for the trademark "MARBLEATIONS," application serial number 75/668393, and;

WHEREAS, Earlychildhood LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940 is desirous of acquiring said intent-to-use trademark application;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Earlychildhood.com LLC does hereby assign to Earlychildhood LLC the application 75/668393 and all right, title, interest, and the goodwill of the business symbolized in the "MARBLEATIONS" application serial number 75/668393.

Date: 7-14-2001



Ronald Elliott  
President, Earlychildhood.com LLC

TRADEMARK ASSIGNMENT

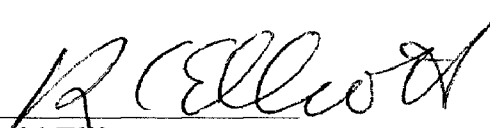
WHEREAS, Earlychildhood.com LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940, has adopted, used, and is using a trademark "COLORATIONS," application serial number 76/128073, and;

WHEREAS, Earlychildhood LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940 is desirous of acquiring said trademark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Earlychildhood.com LLC does hereby assign to Earlychildhood LLC the application 76/128073 and all right, title, interest, and the goodwill of the business symbolized in the trademark "COLORATIONS," application serial number 76/128073.

Date:

7-14-2001

  
\_\_\_\_\_  
Ronald Elliott

President, Earlychildhood.com LLC


TRADEMARK ASSIGNMENT

WHEREAS, Earlychildhood.com LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940, has adopted, used, and is using a trademark "COLORATIONS," application serial number 76/128208, and;

WHEREAS, Earlychildhood LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940 is desirous of acquiring said trademark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Earlychildhood.com LLC does hereby assign to Earlychildhood LLC the application 76/128208 and all right, title, interest, and the goodwill of the business symbolized in the trademark "COLORATIONS," application serial number 76/128208.

Date: 7-14-2001

  
\_\_\_\_\_  
Ronald Elliott  
President, Earlychildhood.com LLC

TRADEMARK ASSIGNMENT

WHEREAS, Earlychildhood.com LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940, has adopted, used, and is using a trademark "**COLORS LIKE ME**," application serial number **76/148346**, and;

WHEREAS, Earlychildhood LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940 is desirous of acquiring said trademark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Earlychildhood.com LLC does hereby assign to Earlychildhood LLC the application 76/148346 and all right, title, interest, and the goodwill of the business symbolized in the trademark "**COLORS LIKE ME**," application serial number 76/148346.

Date: 7-14-2001



Ronald Elliott  
President, Earlychildhood.com LLC

TRADEMARK ASSIGNMENT

WHEREAS, Earlychildhood.com LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940, has adopted, used, and is using a trademark "DANDI-LI-ON," registration number 1,344,758, and;

WHEREAS, Earlychildhood LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940 is desirous of acquiring said registered trademark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Earlychildhood.com LLC does hereby assign to Earlychildhood LLC all right, title, interest, and the goodwill of the business symbolized thereby in the registered trademark "DANDI-LI-ON," registration number 1,344,758.

Date: 7-14-2001



Ronald Elliott  
President, Earlychildhood.com LLC



TRADEMARK ASSIGNMENT

WHEREAS, Earlychildhood.com LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940, has adopted, used, and is using a trademark "RAINBOW," registration number 1,412,843, and;

WHEREAS, Earlychildhood LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940 is desirous of acquiring said registered trademark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Earlychildhood.com LLC does hereby assign to Earlychildhood LLC all right, title, interest, and the goodwill of the business symbolized thereby in the registered trademark "RAINBOW," registration number 1,412,843.

Date: 7-14-2001



Ronald Elliott  
President, Earlychildhood.com LLC

TRADEMARK ASSIGNMENT

WHEREAS, Earlychildhood.com LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940, has adopted, used, and is using a trademark "BIOCOLOR" registration number 1,818,908, and;

WHEREAS, Earlychildhood LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940 is desirous of acquiring said registered trademark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Earlychildhood.com LLC does hereby assign to Earlychildhood LLC all right, title, interest, and the goodwill of the business symbolized thereby in the registered trademark "BIOCOLOR," registration number 1,818,908.

Date: 7-14-2001



Ronald Elliott  
President, Earlychildhood.com LLC

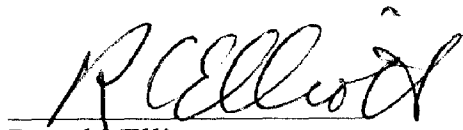
TRADEMARK ASSIGNMENT

WHEREAS, Earlychildhood.com LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940, has adopted, used, and is using a trademark "EARLY CHILDHOOD NEWS" registration number 1,852,370, and;

WHEREAS, Earlychildhood LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940 is desirous of acquiring said registered trademark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Earlychildhood.com LLC does hereby assign to Earlychildhood LLC all right, title, interest, and the goodwill of the business symbolized thereby in the registered trademark "EARLY CHILDHOOD NEWS," registration number 1,852,370.

Date: 7-14-2001



Ronald Elliott  
President, Earlychildhood.com LLC

TRADEMARK ASSIGNMENT

WHEREAS, Earlychildhood.com LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940, has adopted, used, and is using a trademark "FLEXITEMP" registration number 1,968,549, and;

WHEREAS, Earlychildhood LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940 is desirous of acquiring said registered trademark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Earlychildhood.com LLC does hereby assign to Earlychildhood LLC all right, title, interest, and the goodwill of the business symbolized thereby in the registered trademark "FLEXITEMP," registration number 1,968,549.

Date: 7-14-2001



Ronald Elliott  
President, Earlychildhood.com LLC

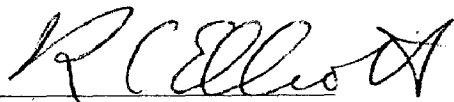
TRADEMARK ASSIGNMENT

WHEREAS, Earlychildhood.com LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940, has adopted, used, and is using a trademark "LITTLE BIT O'PAINT" registration number **1,987,941**, and;

WHEREAS, Earlychildhood LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940 is desirous of acquiring said registered trademark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Earlychildhood.com LLC does hereby assign to Earlychildhood LLC all right, title, interest, and the goodwill of the business symbolized thereby in the registered trademark "LITTLE BIT O'PAINT," registration number 1,987,941.

Date: 7-14-2001



Ronald Elliott  
President, Earlychildhood.com LLC

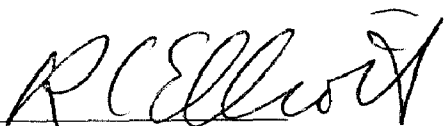
TRADEMARK ASSIGNMENT

WHEREAS, Earlychildhood.com LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940, has adopted, used, and is using a trademark "BASIC BRIGHTS" registration number 2,004,364, and;

WHEREAS, Earlychildhood LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940 is desirous of acquiring said registered trademark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Earlychildhood.com LLC does hereby assign to Earlychildhood LLC all right, title, interest, and the goodwill of the business symbolized thereby in the registered trademark "BASIC BRIGHTS," registration number 2,004,364.

Date: 7-14-2001



Ronald Elliott  
President, Earlychildhood.com LLC

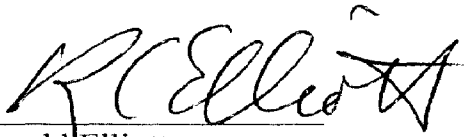
SERVICE MARK ASSIGNMENT

WHEREAS, Earlychildhood.com LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940, has adopted, used, and is using a service mark "FIRST ART" registration number 2,048,585, and;

WHEREAS, Earlychildhood LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940 is desirous of acquiring said registered service mark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Earlychildhood.com LLC does hereby assign to Earlychildhood LLC all right, title, interest, and the goodwill of the business symbolized thereby in the registered service mark "FIRST ART," registration number 2,048,585.

Date: 7-14-2001



Ronald Elliott  
President, Earlychildhood.com LLC

TRADEMARK ASSIGNMENT

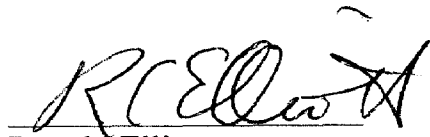
WHEREAS, Earlychildhood.com LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940, has adopted, used, and is using a trademark "**THE IMAGINATION PLAYGROUND**" registration number **2,052,213**, and;

WHEREAS, Earlychildhood LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940 is desirous of acquiring said registered trademark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Earlychildhood.com LLC does hereby assign to Earlychildhood LLC all right, title, interest, and the goodwill of the business symbolized thereby in the registered trademark "**THE IMAGINATION PLAYGROUND**," registration number 2,052,213.

Date:

7-14-2001



Ronald Elliott

President, Earlychildhood.com LLC



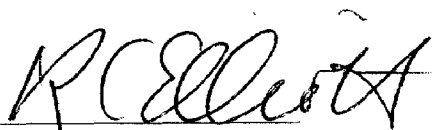
TRADEMARK ASSIGNMENT

WHEREAS, Earlychildhood.com LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940, has adopted, used, and is using a trademark "SQUEEZABLES" registration number 2,209,045, and;

WHEREAS, Earlychildhood LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940 is desirous of acquiring said registered trademark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Earlychildhood.com LLC does hereby assign to Earlychildhood LLC all right, title, interest, and the goodwill of the business symbolized thereby in the registered trademark "SQUEEZABLES," registration number 2,209,045.

Date: 7-14-2001



Ronald Elliott  
President, Earlychildhood.com LLC

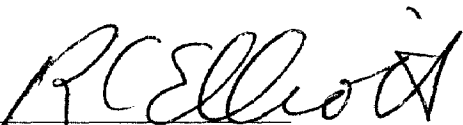
SERVICE MARK ASSIGNMENT

WHEREAS, Earlychildhood.com LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940, has adopted, used, and is using a service mark "LIFELONG LEARNING STARTS HERE" registration number 2,389,794, and;

WHEREAS, Earlychildhood LLC of 2 Lower Ragsdale Drive, Monterey, CA, 93940 is desirous of acquiring said registered service mark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Earlychildhood.com LLC does hereby assign to Earlychildhood LLC all right, title, interest, and the goodwill of the business symbolized thereby in the registered service mark "LIFELONG LEARNING STARTS HERE," registration number 2,389,794.

Date: 7-14-2001

  
\_\_\_\_\_  
Ronald Elliott  
President, Earlychildhood.com LLC