

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
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| NATURE OF CONVEYANCE: | CHANGE OF NAME |
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| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| The Right Start, Inc. | | 03/26/2002 | CORPORATION: CALIFORNIA |

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| RECEIVING PARTY DATA | |
| Name: | F.A.O., Inc. |
| Street Address: | 2520 Renaissance Boulevard |
| City: | King of Prussia |
| State/Country: | PENNSYLVANIA |
| Postal Code: | 19406 |
| Entity Type: | CORPORATION: CALIFORNIA |

| PROPERTY NUMBERS Total: 15 | | |
|----------------------------|----------|--------------------------------|
| Property Type | Number | Word Mark |
| Serial Number: | 76228026 | SILVER RATTLE CLUB |
| Registration Number: | 2627252 | R S |
| Registration Number: | 2691944 | RIGHTSTART.COM |
| Registration Number: | 2694449 | RIGHTSTART.COM |
| Serial Number: | 75859574 | RIGHT START |
| Registration Number: | 2523839 | THE RIGHT START BABIES TO KIDS |
| Registration Number: | 2521593 | THE RIGHT START |
| Registration Number: | 2337557 | BABIES TO KIDS |
| Registration Number: | 2286506 | SPLASH DIAPER |
| Registration Number: | 2157378 | THE RIGHT START |
| Registration Number: | 2368955 | THE RIGHT START |
| Registration Number: | 2173433 | THE RIGHT START |
| Registration Number: | 2166244 | THE RIGHT START |
| Registration Number: | 1917940 | THE RIGHT START |
| Registration Number: | 1918619 | THE RIGHT START |

OP \$390.00 76228026

CORRESPONDENCE DATA

Fax Number: (805)564-8262

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 805-965-4400

Email: Kurt@Incip.com

Correspondent Name: Kurt Koenig

Address Line 1: 220 East Figueroa Street

Address Line 4: Santa Barbara, CALIFORNIA 93101

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|-------------------------|-------------|
| ATTORNEY DOCKET NUMBER: | 2452 |
| NAME OF SUBMITTER: | Kurt Koenig |
| Total Attachments: 0 | |

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