

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective cover sheet to correct Assignee's state of incorporation on the cover sheet previously recorded at Reel/Frame 2782/0450

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
F.A.O., Inc.	The Right Start, Inc.	09/10/2002	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	FAO, Inc.
Street Address:	2520 Renaissance Boulevard
City:	King of Prussia
State/Country:	PENNSYLVANIA
Postal Code:	19406
Entity Type:	CORPORATION: DELAWARE

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

OP \$390.00 76228026

Registration Number:

1918619

THE RIGHT START

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

ATTORNEY DOCKET NUMBER:

2450

NAME OF SUBMITTER:

Kurt Koenig

Total Attachments: 3

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UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231



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JANUARY 27, 2004

PTAS

KURT KOENIG
220 EAST FIGUEROA STREET
SANTA BARBARA, CA 93101

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 01/23/2004

REEL/FRAME: 002782/0450
NUMBER OF PAGES: 9

BRIEF: MERGER

ASSIGNOR:

F.A.O., INC.
FORMERLY THE RIGHT START, INC.

DOC DATE: 09/10/2002
CITIZENSHIP: CALIFORNIA
ENTITY: CORPORATION

ASSIGNEE:

FAO, INC.
2520 RENAISSANCE BOULEVARD
KING OF PRUSSIA, PENNSYLVANIA 19406

CITIZENSHIP: CALIFORNIA
ENTITY: CORPORATION

APPLICATION NUMBER: 76228026
REGISTRATION NUMBER:

FILING DATE: 03/21/2001
ISSUE DATE:

MARK: SILVER RATTLE CLUB
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

TRADEMARK
REEL: 002789 FRAME: 0309

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APPLICATION NUMBER: 75859574 FILING DATE: 11/29/1999
REGISTRATION NUMBER: ISSUE DATE:

MARK: RIGHT START
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76053195 FILING DATE: 05/22/2000
REGISTRATION NUMBER: 2627252 ISSUE DATE: 10/01/2002

MARK: R S
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS AND DESIGN

APPLICATION NUMBER: 76074609 FILING DATE: 06/21/2000
REGISTRATION NUMBER: 2691944 ISSUE DATE: 03/04/2003

MARK: RIGHTSTART.COM
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

APPLICATION NUMBER: 76026632 FILING DATE: 04/14/2000
REGISTRATION NUMBER: 2694449 ISSUE DATE: 03/11/2003

MARK: RIGHTSTART.COM
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75535518 FILING DATE: 08/12/1998
REGISTRATION NUMBER: 2523839 ISSUE DATE: 01/01/2002

MARK: THE RIGHT START BABIES TO KIDS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75732314 FILING DATE: 06/18/1999
REGISTRATION NUMBER: 2521593 ISSUE DATE: 12/25/2001

MARK: THE RIGHT START
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

APPLICATION NUMBER: 75535610 FILING DATE: 08/12/1998
REGISTRATION NUMBER: 2337557 ISSUE DATE: 04/04/2000

MARK: BABIES TO KIDS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75413334 FILING DATE: 12/31/1997
REGISTRATION NUMBER: 2286506 ISSUE DATE: 10/12/1999

MARK: SPLASH DIAPER
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75087466 FILING DATE: 04/12/1996
REGISTRATION NUMBER: 2157378 ISSUE DATE: 05/12/1998

MARK: THE RIGHT START
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

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APPLICATION NUMBER: 75067372 FILING DATE: 03/04/1996
REGISTRATION NUMBER: 2368955 ISSUE DATE: 07/18/2000

MARK: THE RIGHT START
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75067371 FILING DATE: 03/04/1996
REGISTRATION NUMBER: 2173433 ISSUE DATE: 07/14/1998

MARK: THE RIGHT START
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75067370 FILING DATE: 03/04/1996
REGISTRATION NUMBER: 2166244 ISSUE DATE: 06/16/1998

MARK: THE RIGHT START
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74586583 FILING DATE: 10/17/1994
REGISTRATION NUMBER: 1917940 ISSUE DATE: 09/12/1995

MARK: THE RIGHT START
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74586582 FILING DATE: 10/17/1994
REGISTRATION NUMBER: 1918619 ISSUE DATE: 09/12/1995

MARK: THE RIGHT START
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

STEVEN POST, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS