

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Strata International, Inc.		01/29/2004	CORPORATION: COLORADO

RECEIVING PARTY DATA	
Name:	Kiddopotamus & Company
Street Address:	14012 Fontana
City:	Leawood
State/Country:	KANSAS
Postal Code:	66224
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 9		
Property Type	Number	Word Mark
Serial Number:	78271727	RAYSHADE
Serial Number:	78140999	TINYDINER
Serial Number:	78140997	SWADDLEME
Serial Number:	78266199	BABY FRESHFACE
Serial Number:	78256427	GOCOZY
Serial Number:	78140995	BEDDIEBYE
Registration Number:	2775572	SNUZZLER
Registration Number:	2456498	BABY SHADE
Registration Number:	2414463	KIDDOPOTAMUS

CORRESPONDENCE DATA	
Fax Number:	(816)753-1536
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	816-360-4299
Email:	uspt@pswlaw.com
Correspondent Name:	Holly M. Amjad
Address Line 1:	700 W. 47th Street

CH \$240.00 78271727

Address Line 2: Suite 1000  
Address Line 4: Kansas City, MISSOURI 64112

ATTORNEY DOCKET NUMBER: 62280

NAME OF SUBMITTER: Holly M. Amjad

Total Attachments: 5  
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source=Kiddopotamus Assignment 2#page1.tif  
source=Kiddopotamus Assignment 3#page1.tif  
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## ASSIGNMENT

THIS ASSIGNMENT is made the 21<sup>st</sup> day of January, 2004, by and between Strata International, Inc., a Colorado corporation, d/b/a Kiddopotamus and Company whose mailing address is 14012 Fontana, Leawood, Kansas 66224 (hereinafter called the ASSIGNOR) of the one part, and Kiddopotamus & Company, a Delaware corporation, whose mailing address is 14012 Fontana, Leawood, Kansas 66224 (hereinafter called the ASSIGNEE), of the other part:

WHEREAS, the ASSIGNOR is the proprietor of certain U.S. and foreign patent applications, letters patents, common law, registered, and unregistered trademarks and service marks, trademark applications and service mark applications, trade names, copyrights, logos, and other intellectual property, collectively the Intellectual Property, the particulars of such Intellectual Property being set forth as follows in Schedule A; and,

WHEREAS, the ASSIGNOR has agreed with the ASSIGNEE for the sale, assignment, and transfer of any and all of the Intellectual Property to the said ASSIGNEE, together with the goodwill of the business associated therewith, and which is symbolized thereby.

NOW, THEREFORE, that in pursuance of said Agreement and consideration of the sum of ten dollars (\$10.00) paid by the said ASSIGNEE to the said ASSIGNOR, and other good and valuable consideration, the receipt of which is hereby acknowledged, the ASSIGNOR and ASSIGNEE agree as follows:

1. Assignment of Patents. The ASSIGNOR hereby sells, assigns, and transfers unto the ASSIGNEE any and all of the Intellectual Property, both foreign and U.S., and the entire right, title, and interest in said patents and patent applications, together with the entire right, title, and interest in and to all continuations, divisionals, continuations-in-part, requests for continuing examination, renewals, reissues, re-examinations, and extensions of any of said patents and patent applications to have and to hold for the sole and exclusive use and benefit of the

ASSIGNEE, its successors, and assigns, to the full end of the term or terms for all such patents, and any patents that might issue from said patent applications, together with the goodwill of the business associated therewith, and which is symbolized thereby, and the right to sue and recover for past infringement thereof.

2. Assignment of Trademarks and Copyrights. The ASSIGNOR hereby sells, assigns, and transfers unto the ASSIGNEE any and all of the Intellectual Property, both foreign and U.S., and the entire right, title, and interest in said trademarks, trademark applications, and copyrights, together with the entire right, title, and interest during any and all trademark renewals and extensions that may be granted thereon, to have and to hold for the sole and exclusive use and benefit of the ASSIGNEE, its successors, and assigns, together with the goodwill of the business associated therewith, and which is symbolized thereby, and the right to sue and recover for past infringement thereof.

3. Further Assurances. ASSIGNOR will provide ASSIGNEE, its successors, assigns, or other legal representatives, cooperation and assistance at the ASSIGNEE's reasonable request and ASSIGNOR's expense, such assistance, including the execution and delivery of any and all affidavits, declarations, oaths, exhibits, powers of attorney, or other supplemental documentation as may reasonably be required to reflect the parties intent set forth herein.

4. Effective Date. This Assignment of Intellectual Property shall be effective as of the date first written above.



**SCHEDULE A**

**Strata International, Inc., d/b/a Kiddopotamus and Company**  
PATENTS

<b>TITLE</b>	<b>PATENT NO.</b>	<b>DATE OF PATENT</b>
Vehicle Seat Belt Shoulder Strap Adjusting Device	5,265,910	11/30/1993

**Strata International, Inc., d/b/a Kiddopotamus and Company**  
PATENT APPLICATIONS

<b>TITLE</b>	<b>SERIAL NO.</b>	<b>DATE FILED</b>
Placemat Member	10/229,989	8/28/2002
Multifunctional Bassinet and the Method for Using the Same	60/537,459	1/16/2004

**TRADEMARKS**

**Strata International, Inc., d/b/a Kiddopotamus and Company**  
REGISTERED MARKS

<b>COUNTRY/MARK</b>	<b>REGISTRATION NO.</b>	<b>REGISTRATION DATE</b>
US/SNUZZLER	2,775,572	10/21/2003
US/BABYSHADE	2,456,498	5/29/2001
US/KIDDOPOTAMUS	2,414,463	12/19/2000

**SCHEDULE A CONTINUED**

Strata International, Inc. d/b/a Kiddopotamus and Company

TRADEMARK APPLICATIONS

COUNTRY/MARK	SERIAL NO.	DATE FILED
US/RAYSHADE	78/271,727	7/8/2003
US/TINYDINER	78/140,999	7/3/2002
US/SWADDLEME	78/140,997	7/3/2002
US/BABY FRESHFACE	78/266,199	6/24/2003
US/GOCOZY	78/256,427	5/30/2003
US/BEDDIEBYE	78/140,995	7/3/2002
US/PIDDLE PAD	76/028,950 <b>DEAD</b>	4/19/2000
CANADA/TINYDINER	1,175,229	4/17/2003

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