

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
------------------	----------------

NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
-----------------------	--

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Knowledge Kids Network, Inc.		06/23/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	LeapFrog Enterprises, Inc.
Street Address:	6401 Hollis Street
Internal Address:	Suite 150
City:	Emeryville
State/Country:	CALIFORNIA
Postal Code:	94608
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 7		
Property Type	Number	Word Mark
Serial Number:	75811888	KIDSEGE
Serial Number:	76172397	KIDSEGE.COM
Serial Number:	76975306	KIDSEGE.COM
Serial Number:	75860333	TEACHERSEGE
Registration Number:	2716094	FAMILYEDGE
Registration Number:	2675623	GRANDPARENTSEGE
Registration Number:	2523546	MY FAMILY AT A GLANCE

CORRESPONDENCE DATA	
Fax Number:	(510)420-5011
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	510-420-5000
Email:	trademarks@leapfrog.com
Correspondent Name:	LeapFrog Enterprises, Inc.
Address Line 1:	6401 Hollis Street
Address Line 2:	Suite 150

CH \$190.00 75811888

Address Line 4: Emeryville, CALIFORNIA 94608

ATTORNEY DOCKET NUMBER:

KNOWLEDGE KIDS NETWORK

NAME OF SUBMITTER:

Anna Silva

Total Attachments: 4

source=Assignment__1#page1.tif

source=Assignment__2#page1.tif

source=Assignment__3#page1.tif

source=Assignment__4#page1.tif

ASSIGNMENT

WHEREAS, Knowledge Kids Network, Inc. ("ASSIGNOR"), a Delaware corporation, having its principal offices at 1100 Glendon Avenue Suite 1600, Los Angeles, California 90024-3520, owns the U.S. and foreign trademarks and applications and registrations therefor, listed in the attached Schedules A, B and C, and made a part hereof (collectively the "TRADEMARKS").

WHEREAS, Assignor has adopted, used, and is using the U.S. trademarks listed on Schedule A;

WHEREAS, LeapFrog Enterprises, Inc. ("ASSIGNEE"), a Delaware corporation, having its principal offices at 6401 Hollis Street, Suite 150 Emeryville, CA 94608, is desirous of acquiring said marks and registrations therefor;

WHEREAS, Assignor intended to use the trademarks listed on Schedule B in commerce and has filed intent to use applications with the United States Patent and Trademark Office; and whereas, ASSIGNOR is assigning the marks identified in the applications listed on Schedule B as part of the portion of the business thereof to which the marks pertain as required by 15 U.S.C. §1060;

WHEREAS, ASSIGNEE, the successor of the portion of the ongoing and existing business to which the marks pertain, is desirous of acquiring said marks and pending applications therefor:

WHEREAS, ASSIGNOR has adopted, used and is using the foreign trademarks throughout the world listed on Schedule C;

WHEREAS, ASSIGNEE is desirous of acquiring said marks throughout the world, and registrations and applications therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the TRADEMARKS in the United States and throughout the world, together with the goodwill of the business symbolized by said TRADEMARKS.

Signed on this 23rd day of June 2004.

ASSIGNOR:
KNOWLEDGE KIDS NETWORK, INC.

By: 

Stanley E. Maron
Secretary

ASSIGNEE:
LEAPFROG ENTERPRISES, INC.

By: 

James Curley
Chief Financial Officer

Schedule A

<u>Country</u>	<u>Trademark</u>	<u>Application Number</u>
United States	KIDSEGE	75/811,888
United States	KIDSEGE (and Design)	76/172,397
United States	KIDSEGE (and Design)	76/975,306
United States	TEACHERSEGE	75/860,333

Schedule B

<u>Country</u>	<u>Trademark</u>	<u>Registration Number</u>
United States	FAMILYEDGE	2,716,094
United States	GRANDPARENTSEEDGE	2,675,623
United States	MY FAMILY AT A GLANCE	2,523,546

Schedule C

<u>Country</u>	<u>Trademark</u>	<u>Application / Registration Number</u>
Canada	KIDSEGE	584,360
European Union	GRANDPARENTSEGE	1,865,690
European Union	KIDSEGE	1,582,436