



RG  
6-25-03

01-23-2004

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005)

RE



U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

102654641

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
DIC Entertainment Corporation  
**6-25-03**

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State  
 Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)  
Name: The Mommy & Me Company  
Internal  
Address: \_\_\_\_\_

Street Address: 4100 West Alameda Avenue  
City: Burbank State: CA Zip: 91505

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State California  
 Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designations must be a separate document from assignment)  
 Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:  
 Assignment                       Merger  
 Security Agreement               Change of Name  
 Other \_\_\_\_\_

Execution Date: 6/18/03

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s) \_\_\_\_\_  
See Schedule A attached hereto

B. Trademark Registration No.(s) \_\_\_\_\_  
See Schedule A attached hereto

Additional number(s) attached  Yes  No **2263304**

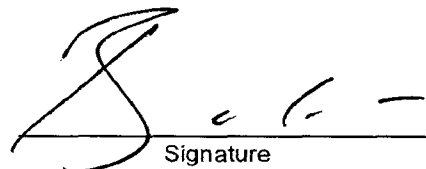
5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Barth X. deRosa, Esq.  
 Internal Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Street Address: Stevens Davis Miller MosherLLP  
1615 L Street NW, Suite 850  
 City: Washington State: DC Zip: 20036

6. Total number of applications and registrations involved: 17

7. Total fee (37 CFR 3.41).....\$ 440.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number: \_\_\_\_\_

DO NOT USE THIS SPACE

9. Signature.  
Barth X. deRosa, Esq.                                            June 25, 2003  
 Name of Person Signing                      Signature                      Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

06/27/2003 LUELLER 00000254 2263303  
40.00 DP  
400.00 DP  
01 FC:0521  
02 FC:0522

TRADEMARK  
REEL: 002900 FRAME: 0801

# Trademark Schedule A

Country	Mark	Appln/Reg Number	International Classes
USA	MOMMY & ME	2,263,309	41
USA	MOMMY & ME	2,226,393	9
USA	MOMMY & ME	2,202,304	25
USA	DADDY & ME	2,693,584	28
USA	MOMMY & ME	75/026,008	2, 3, 5, 6, 8, 9, 10, 11, 12, 14, 15, 16, 18, 19, 20, 21, 24, 25, 26, 27, 28, 30, 32, 35, 41
USA	MOMMYANDME.COM	76/127,206	35, 42
USA	FUN WITH MOMMY AND ME	76/109,236	9, 16
CAN	MOMMYANDME.COM	1,089,472	35, 42
CAN	FUN WITH MOMMY AND ME	1,089,474	9, 16
CAN	MOMMY AND ME	1,089,471	9, 25
CAN	MOMMY & ME	1,159,163	41
USA	MOMMY AND ME	76/250,551	1, 9, 16, 18, 20, 28, 30, 31
USA	DADDY AND ME	76/250,550	1, 9, 15, 16, 18, 20, 24, 25, 28, 31
USA	MOMMY & ME ASSOCIATION	76/278,305	42, 200
USA	MOMMY & ME	76/310,922	42, 200
USA	MOMMY & ME and Design (circle logo)	76/433,575	9, 16, 41
USA	MOMMY & ME and	76/429,736	9, 10, 11, 12, 16, 18, 20, 21, 22, 24,

# Trademark Schedule A

Country	Mark	Appln/Reg Number	International Classes
	Design (circle logo)		25, 27, 28, 35
USA	M.A.M.A. and Design (hearts logo)	76/511,606	42, 200
USA	MOMMY & ME and Design (hearts logo)	76/511,608	9, 16, 25, 28, 41
USA	DADDY & ME and Design (hearts logo)	76/511,607	9, 16, 25, 28, 41
USA	GRANDMA & ME		
USA	GRANDPA & ME		
USA	LAUGHING LOVING LEARNING TOGETHER	76/513,691	9, 16, 25, 28, 41
USA	TOGETHER TIME		
USA	YOU ARE MY SUNSHINE		
USA	MY BABY SUNSHINE		
USA	SUNSHINE		
USA	SUN AND CLOUDS DESIGN		

**ASSIGNMENT**

WHEREAS, DIC Entertainment Corporation (Assignor), a corporation organized under the laws of Delaware, domiciled and doing business at 4100 West Alameda Avenue, Burbank, California 91505, is the present title owner of the trademarks, service marks, collective membership marks, federal trademark registrations, and federal trademark applications listed in Schedule A attached herewith (hereinafter called "the Marks");

AND WHEREAS, The Mommy & Me Company (Assignee), a corporation organized under the laws of California, domiciled and doing business at 4100 West Alameda Avenue, Burbank, California 91505, is desirous of acquiring all the rights, title, and interest in and to the trademarks, federal trademark registrations, and federal trademark applications in Schedule A attached herewith and the registrations that issue therefrom.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor assigns to Assignee, its successors and assigns, all rights, title, and interest in and to all the Marks in Schedule A, to all U.S. Trademark Registrations in Schedule A, and to all U.S. Trademark Applications in Schedule A, including all intent-to-use applications which are being assigned to the Assignee, a successor to the portion of the business of the Assignor's business to which the marks in the applications pertain, which business is ongoing and existing, and the registrations that issue therefrom, together with that part of the goodwill of the Assignor's business in connection with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the Assignor has hereunder executed this instrument this  
\_\_\_\_\_ 18<sup>th</sup> day of \_\_\_\_\_ June \_\_\_\_\_, 2003.

DIC ENTERTAINMENT CORPORATION

By: 

Title: **VICE PRESIDENT  
BUSINESS & LEGAL AFFAIRS**

469/00101/A-



Assignment Division

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignment Division

Examiner: Theresa Frederick

Document Id. No. 102485149

Assignment from DIC Entertainment Corporation  
to The Mommy & Me Company

Filed: June 25, 2003

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Washington, D.C.  
January 20, 2004

SUPPLEMENTAL COMMUNICATION

To the Honorable Director  
of Patents and Trademarks  
Washington, DC 20231

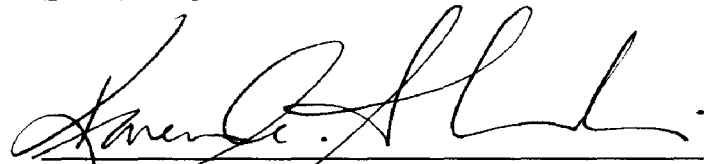
Dear Madam:

Enclosed please find the original documents filed on June 25, 2003 together with the attached Schedule A. The fee submitted at that time was \$440.00 to cover the recordation of the assignment of the U.S. Applications and Registrations. This amount is correct due to the fact that the Canadian applications listed on the attached Schedule A are to be disregarded in this assignment and therefore no additional fees are required to be submitted.

Therefore, further action is respectfully solicited.

Respectfully submitted,

STEVENS DAVIS MILLER MOSHER LLP



~~Barth X. deRosa~~

Karen A. Sekowski

Counsel for Registrant

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Washington, D.C. 20036

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Fax: (202) 408-5200