Form PTO-1594 RECORDATION FORM COVER SHEET (Rev. 10/02) U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office				
Tab settings ⇒ ⇒ ▼ ▼ ▼				
Name of conveying party(ies):     Genesis Direct, Inc.	Please record the attached original documents or copy thereof.  2. Name and address of receiving party(ies)  Name: Childswork/Childsplay, LLC  Internal			
Individual(s)  General Partnership  Corporation-State  Other  Corporation-State	Address:  Street Address: 135 Dupont Street  City: Plainview State: NY Zip; 11803-0760  Individual(s) cltizenship  Association			
Additional name(s) of conveying party(ies) attached? Yes No	General Partnership			
3. Nature of conveyance:   ✓ Assignment	Limited Partnership  Corporation-State  Delaware  Other  If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No			
Execution Date: 5/6/99	(Designations must be a separate document from assignment) Additional name(s) & address( es) attached? Yes No			
4. Application number(s) or registration number(s):  A. Trademark Application No.(s)	B. Trademark Registration No.(s)			
Name and address of party to whom correspondence concerning document should be mailed:     Name: Cindy Y. Lee	6. Total number of applications and registrations involved:			
Internal Address: Vinson & Elkins L.L.P.  2300 First City Tower	7. Total fee (37 CFR 3.41)\$40.00  Enclosed  Authorized to be charged to deposit account			
Street Address: 1001 Fannin Street	8. Deposit account number: 22-0365 Attn: GUI485/67000			
City: Houston State: TX Zip:77002-6760				
9. Signature.	THIS SPACE			
Cindy Y. Lee	8/25/04			
	ignature Per sheel. attachments, and document:			

Received 08/25/2004 10:26AM in 01:24 on line [11] for 102069 \* Pg 2/4 08/25/2004 11:30 FAX 9172068100 V&E

**2**1002

## ASSIGNMENT OF TRADEMARKS

WHEREAS, GENESIS DIRECT, INC., a Delaware corporation, having its principal place of business at 100 Plaza Drive, Secaucus, New Jersey 07094 (hereinafter "Assignor"), is the owner of the entire right, title and interest in and to the trademarks and trademark applications set forth on Schedule I hereto, which is specifically incorporated herein by reference (the "Trademarks"), together with the goodwill of the business with which such Trademarks are associated, and such Trademarks are registered in the United States Patent and Trademark Office or applications for the registration of such Trademarks are pending in the United States Patent and Trademark Office (the "Trademark Registrations and Applications"); and

WHEREAS, CHILDSWORK/CHILDSPLAY, LLC, a Delaware limited liability company, having its principal place of business at 135 Dupont Street, Plainview, New York 11803-0760 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to the Trademarks and the Trademark Registrations and Applications.

NOW THEREFORE, for good and valuable consideration, the receipt, adequacy and sufficiency of which are hereby expressly acknowledged. Assignor hereby sells, conveys, transfers, assigns and delivers unto Assignee, its successors and assigns, forever, the entire right, title and interest in, to and under the Trademarks, together with the Trademark Registrations and Applications, and together with all the rights to sue and recover for any past or future infringements of any of the Trademarks, and all goodwill of the business with which the foregoing are associated, the same to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns.

Assignor hereby consents to the recordation of this assignment by Assignee with the Commissioner of Patents and Trademarks and any appropriate federal or state agency.

\* \* \*

\genesis\_nj1\data\legal\data\jill cohen\childswork\trademark assignment.doc

TRADEMARK REEL: 002930 FRAME: 0445 Received 08/25/2004 10:26AM in 01:24 on line [11] for 102069 \* Pg 3/4 08/25/2004 11:30 FAX 9172068100 V&E

**⊠**003

IN WITNESS WHEREOF, Assignor has on the Leth of May, 1999 caused this Assignment of Trademarks to be executed.

GENESIS DIRECT, INC.

STATE OF NEW JERSEY

COUNTY OF Hudson

On the At day of May, 1999, personally appeared before me Kenald Boutowho stated that he/she is the C. F.O. of GENESIS DIRECT, INC., a Delaware corporation. and acknowledged that he/she executed the above instrument as the act of GENESIS DIRECT, L& Mulvichill INC. for the purpose therein set forth.

My commission expires:

MY COMMISSION EXPIRES MARCH 22, 2000

08/25/2004 16:27 FAX VE LLP 🖾 005

08/25/2004 11:30 FAX 9172068100

V&E

図 004

## Schedule I

<u>Mark</u>	Appl. <u>Serial No.</u>	Filing <u>Date</u>	Registration No.	Issuance <u>Date</u>
KIDS DON'T COME WITH MANUALS	75-187,895	10/25/96		
KIDS DON'T COME WITH INSTRUCTION MANUALS	75-494,893	06/02/98		
CHILDSWORK/ CHILDSPLAY	75-377,080 -	10/21/97		
ЕQЛQ	75-440,489	02/25/98		

**RECORDED: 08/25/2004** 

3

TRADEMARK REEL: 002930 FRAME: 0447