

08-11-2004



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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings

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

Handwritten mark: 8.8

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

1. Name of conveying party(ies): ?What If! Holdings Limited
[] Individual(s) [] Association
[] General Partnership [] Limited Partnership
[] Corporation-State
[X] Other Private limited liability company of United Kingdom
Additional name(s) of conveying party(ies) attached? [] Yes [X] No

2. Name and address of receiving party(ies)
Name: ?What If! Joint Ventures Limited
Internal Address:
Address:
Street Address: 1 Conduit Street
City: London, England State: Zip: W1S2XA
[] Individual(s) citizenship
[] Association
[] General Partnership
[] Limited Partnership
[] Corporation-State
[X] Other Private limited liability company of United Kingdom
If assignee is not domiciled in the United States, a domestic representative designation is attached: [] Yes [X] No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? [] Yes [X] No

3. Nature of conveyance:
[X] Assignment [] Merger
[] Security Agreement [] Change of Name
[] Other
Execution Date: July 21, 2004

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)
78/181753; 78/174968; 78/175032

B. Trademark Registration No.(s)

Additional number(s) attached [] Yes [X] No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Kimberly Gambrel
Internal Address: Dinmore & Shohl, LLP
Suite 1300, One Dayton Centre
Street Address: One South Main Street
City: Dayton State: OH Zip: 45402

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41).....\$ 90.00

[X] Enclosed
[] Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Kimberly Gambrel

Name of Person Signing

Signature

August 6, 2004

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

08/10/2004 MBETACHE 00000028 78181753

01 FC:8521 40.00 DP
02 FC:8522 50.00 DP

TRADEMARK

REEL: 003025 FRAME: 0085

TRADE MARK AND DESIGN ASSIGNMENT

This ASSIGNMENT is made this 21st day of July 2004.

BETWEEN ?What If! Holdings Limited of The Glassworks, 3-4 Ashland Place, London, W1M 3JH (hereinafter referred to as the "Assignor" of the one part) and of ?What If! Joint Ventures Limited of 1 Conduit Street, London, W1S 2XA (hereinafter referred to as the "Assignee" of the other part).

WHEREAS the Assignor is the proprietor of the trade mark applications and registrations and design registration shown in the schedule hereto (hereinafter referred to as "the Trade Marks and Design").

AND WHEREAS the Assignor has agreed to assign unto the Assignee the Trade Marks and Design including the goodwill of the business in the goods and services in respect of which the Trade Marks are registered or for which registration is sought and in respect of which the Trade Marks and Design are used.

NOW THIS ASSIGNMENT WITNESSES as follows:

IN CONSIDERATION of the premises and for no monetary consideration, the Assignor hereby assigns unto the Assignee the said Trade Marks and Design and the full and exclusive benefit of said Trade Marks and Design including the goodwill of the business in the goods and services in respect of which the Trade Marks are registered or for which registration is sought and in respect of which the Trade Marks and Design are used, TO HOLD unto the Assignee, its successors and assigns absolutely.

Signature *[Handwritten Signature]* Witnessed by *[Handwritten Signature]*
Name and Position JULIA HOARE Name and Address 20 CLEVELAND CLOSE,
for and on behalf of ?What If! Holdings Limited. MADDEN HEAD
BERKSHIRE
and SUB IXE

Signature *[Handwritten Signature]* Witnessed by *[Handwritten Signature]*
Name and Position DAVE ALLAN Name and Address (As above)
for and on behalf of ?What If! Joint Ventures Limited.

5. file 7 weeks if *ventures* Page 1

Date: 19-07-20

Schedule to Assignment

Case Ref. Country	Applicant/Proprietor	Title	Application/Registration Number	Application/Registration Date	Status	Renewal Date
D9860EU Community Design	✓ ?What If! Holdings Ltd	Dr & Baby Device	000073887-00 01	28-08-2003	Registered	28-08-2008
T9860EU Community Trade Mark	✓ ?What If! Holdings Ltd	DR & BABY Device	002908440	22-10-2002	Registration Fees Paid	
T8986EU Community Trade Mark	✓ ?What If! Holdings Ltd	DR GREENFINGERS	002902781	16-10-2002	Awaiting Registration Certificate	
T8987EU Community Trade Mark	✓ ?What If! Holdings Ltd	Dr Greenfingers device	002902799	16-10-2002	Awaiting Registration Certificate	
T8989GB United Kingdom	✓ ?What If! Holdings Ltd	Baby Greenfingers Device	2298323	22-11-2002	Registered	18-04-2012
T8988GB United Kingdom	✓ ?What If! Holdings Ltd	BABY GREENFINGERS Stylised word (series of 3)	2298332	28-02-2003	Registered	18-04-2012
T8986GB United Kingdom	✓ ?What If! Holdings Ltd	DR GREENFINGERS (series of 3)	2298344	9-04-2004	Registered	18-04-2012



Baby greenfingers

Dr greenfingers

Print date: 19-07-2004 13:47:55

Schedule to Assignment

Date: 19-07-20

Renewal Date

Case Ref. Country Applicant/Proprietor Title Application/ Registration Number Application/ Status Registration Date

18-04-2012

Registered

29-11-2002

05

2298348

Dr Greenfingers Device (series of 2)

?What If! Holdings Ltd

T8987GB ✓
United Kingdom



Examination in progress

26-02-2004

36

2357284

LIVINGTIME & Device

?What If! Holdings Ltd

T12080GB ✓
United Kingdom



Examination in progress

5-11-2002

05

78/181753

DR & BABY Device

?What If! Holdings Ltd

T9860US ✓
United States of Americ



Examination in progress

16-10-2002

05

78/174,968

DR GREENFINGERS

?What If! Holdings Ltd

T8986US ✓
United States of Americ



Examination in progress

16-10-2002

05

78/175,032

Dr Greenfingers device

?What If! Holdings Ltd

T8987US ✓
United States of Americ



Print date: 19-07-2004 13:47:56