

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
ASSOCIATED HYGIENIC PRODUCTS INC.		03/22/2005	CORPORATION: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ASSOCIATED HYGIENIC PRODUCTS LLC		
<b>Street Address:</b>	3400 RIVER GREEN CT., NO. 600		
<b>City:</b>	DULUTH		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30096		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1564376	BABY'S CHOICE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(214)855-8200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2148558000		
<b>Email:</b>	DOTRADEMARK@FULBRIGHT.COM		
<b>Correspondent Name:</b>	ANN BURNS/FULBRIGHT & JAWORSKI LLP		
<b>Address Line 1:</b>	2200 ROSS AVE, STE 2800		
<b>Address Line 4:</b>	DALLAS, TEXAS 75201		
<b>NAME OF SUBMITTER:</b>	Ann K. Burns		
<b>Signature:</b>	/Ann K. Burns/		
<b>Date:</b>	03/23/2005		

Total Attachments: 1

**900021771**

**TRADEMARK  
 REEL: 003051 FRAME: 0720**

**OP \$40.00 1564376**



