

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
The Promotional Resources Group of Companies, Inc.		05/20/2005	CORPORATION: KANSAS
RECEIVING PARTY DATA			
Name:	Kid Stuff Marketing, Inc.		
Street Address:	West Forbes Park, Building 2704 B-1		
City:	Topeka		
State/Country:	KANSAS		
Postal Code:	66619		
Entity Type:	CORPORATION: KANSAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2169332	KID STUFF	
CORRESPONDENCE DATA			
Fax Number:	(913)339-6061		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(913) 339-9666		
Email:	debbied@usapatlaw.com		
Correspondent Name:	D. A. N. Chase		
Address Line 1:	4400 College Blvd., Suite 130		
Address Line 4:	Overland Park, KANSAS 66211		
NAME OF SUBMITTER:	D. A. N. Chase		
Signature:	/s/D. A. N. Chase		
Date:	07/28/2005		

OP \$40.00 2169332

Total Attachments: 2

900029143

**TRADEMARK
 REEL: 003129 FRAME: 0948**

source=2,169,332 assignment scan#page1.tif
source=2,169,332 assignment scan#page2.tif

ASSIGNMENT

WHEREAS, THE PROMOTIONAL RESOURCES GROUP OF COMPANIES, INC., a Kansas corporation, has adopted and used a mark which is registered in the United States Patent and Trademark Office, KID STUFF and Design, Registration No. 2,169,332, dated June 30, 1998; and

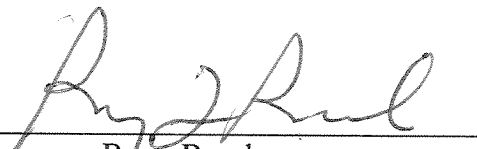
WHEREAS, KID STUFF MARKETING, INC., a Kansas corporation, of West Forbes Park, Building 2704 B-1, P. O. Box 19235, Topeka, Kansas 66619 is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said THE PROMOTIONAL RESOURCES GROUP OF COMPANIES, INC. does hereby assign unto the said KID STUFF MARKETING, INC., all of its right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above-identified registration thereof.

DATED this 20th day of May, 2005.

THE PROMOTIONAL RESOURCES GROUP
OF COMPANIES, INC.

By


Barry Busch

Title: Chief Executive Officer

STATE OF KANSAS)
) ss.
COUNTY OF SHAWNEE)

On this 30th day of May, 2005, before me personally
appeared Barry Busch, the person who signed this instrument, who acknowledged that he signed
it as a free act on behalf of the identified corporation with authority to do so.

Diane S. Kathrens
Notary Public

SEAL  Diane S. Kathrens
Notary Public
State of Kansas
My Appt. Expires 03/11/07

My Commission Expires:
03/11/07