

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/24/2001

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
John Maloney		11/05/2005	INDIVIDUAL: UNITED STATES
Susan Maloney		11/05/2005	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Urban Baby, Inc.
Street Address:	30 Main Street
Internal Address:	2nd Floor
City:	Brooklyn
State/Country:	NEW YORK
Postal Code:	11201
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	2450598	URBAN BABY
Registration Number:	2452564	URBAN BABY

CORRESPONDENCE DATA

Fax Number: (212)715-8000
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-715-9205
 Email: ektn@kramerlevin.com
 Correspondent Name: Erica D. Klein
 Address Line 1: 1177 Avenue of the Americas
 Address Line 2: Kramer Levin Naftalis & Frankel LLP
 Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER: 57940-10001/10002

CH \$65.00 2450598

NAME OF SUBMITTER:	Erica D. Klein
Signature:	/Erica D. Klein/
Date:	11/21/2005
Total Attachments: 5 source=Urban Baby TM Assignment -#page1.tif source=Urban Baby TM Assignment -#page2.tif source=Urban Baby TM Assignment -#page3.tif source=Urban baby Substitute Power#page1.tif source=Urban baby Substitute Power#page2.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is effective as of December 24, 2001 by and between John Maloney and Susan Maloney ("Assignors"), and UrbanBaby, Inc., a New York corporation ("Assignee").

WHEREAS, Assignors are the owners of the entire right, title and interest in and to the service mark URBAN BABY, including all applications and registrations therefor set forth on the attached Schedule A (collectively the "Mark");

WHEREAS, Assignors developed an ongoing and existing business with respect to the services covered by the Mark;

WHEREAS, Assignee is the successor to any and all of the business conducted by Assignors to which the Mark pertains; and

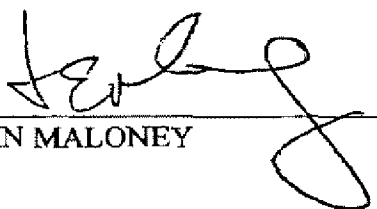
WHEREAS, Assignee is desirous of acquiring and confirming its ownership of all rights, title, interest and goodwill in and to the Mark.

NOW, THEREFORE, for consideration, the receipt and sufficiency of which is hereby expressly acknowledged, Assignors, effective December 24, 2001, did and hereby do, without reservation, sell, assign, transfer, convey, and confirm the assignment of, to Assignee, all of Assignors' entire right, title and interest in and to the Mark, including all common law rights relating thereto, together with the goodwill of the business symbolized by the Mark.

IN WITNESS WHEREOF, Assignors have caused this Trademark Assignment

to be executed.

Date: 11/5/05



JOHN MALONEY

and

Date: 11/5/05



SUSAN MALONEY

SCHEDULE A

**UNITED STATES
TRADEMARK APPLICATIONS AND REGISTRATIONS**

Mark	Registration Number	Registration Date	Application Number	Filing Date	Int'l Class
URBAN BABY	2,450,598	May 15, 2001	75/786,577	August 27, 1999	35
URBAN BABY	2,452,564	May 22, 2001	75/786,578	August 27, 1999	42
URBAN BABY	(Abandoned)	(Abandoned)	75/786,576	August 27, 1999	16

**EUROPEAN COMMUNITY
TRADEMARK REGISTRATIONS**

Mark	Registration Number	Registration Date	Application Number	Filing Date	Int'l Classes
URBAN BABY	1297647	January 19, 2001	1297647	September 3, 1999	16, 35, 42

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Urban Baby, Inc.
Marks : SEE ATTACHED SCHEDULE

**SUBSTITUTE POWER OF ATTORNEY AND
REVOCATION OF PRIOR POWERS OF ATTORNEY**

Commissioner for Trademarks
P.O. Box 1451
Alexandria, Virginia 22313-1451

Sir:

The undersigned, being the owner of the entire right, title and interest in and to all of the trademark applications and registrations shown on the attached schedule, hereby appoints Kramer Levin Naftalis & Frankel LLP, and Christopher A. Colvin, Erica D. Klein, Peter Abruzzese, William J. Spatz, Carole E. Klinger, Mary B. Aversano or their duly appointed associates, as the attorneys, with full power of substitution and revocation, to transact all business in the Patent and Trademark Office and in the Courts in connection with these trademark registrations and applications and any registrations resulting from the applications.

All prior powers of attorney are hereby revoked.

Please send all communications to the attention of:

Erica D. Klein, Esq.
Kramer Levin Naftalis & Frankel LLP
1177 Avenue of the Americas
New York, New York 10036
Telephone: (212) 715-9205
Facsimile: (212) 715-8000
email: eklein@kramerlevin.com

URBAN BABY, INC.

Dated: November 11, 2005

By: Susan C. Molyneux
Name: Susan C. Molyneux
Title: Attorney

TRADEMARK
057940-10000

URBAN BABY, INC.
SCHEDULE OF MARKS

Mark	Registration Number	Registration Date	Application Number	Filing Date	Int'l Class
URBAN BABY	2,450,598	May 15, 2001	75/786,577	August 27, 1999	35
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