

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
BIG BOING TOYS, LLC		02/07/2006	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	THE BRAINY BABY COMPANY, LLC		
Street Address:	1200 Alpha Drive, Suite B		
City:	Alpharetta		
State/Country:	GEORGIA		
Postal Code:	30004		
Entity Type:	LIMITED LIABILITY COMPANY: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3006533	RIGHT BRAIN	
CORRESPONDENCE DATA			
Fax Number:	(404)521-4632		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-897-5252		
Email:	Leebeebie@aol.com		
Correspondent Name:	Lee B. Beitchman		
Address Line 1:	215 14th Street, NW		
Address Line 4:	Atlanta, GEORGIA 30318		
NAME OF SUBMITTER:	Lee B. Beitchman		
Signature:	/Lee B. Beitchman/		
Date:	02/09/2006		

OP \$40.00 3006533

Total Attachments: 1

900041817

**TRADEMARK
 REEL: 003244 FRAME: 0473**

TRADEMARK ASSIGNMENT

Whereas, Big Boing Toys, LLC located at 5515 Doyle Street, Suite 20, Emeryville, California 94512 has adopted, used and is using a mark ("Right Brain") which is registered in the United States Patent and Trademark Office, Registration No. 3,006,533, dated October 11, 2005; and

Whereas, The Brainy Baby Company LLC whose address is 1200 Alpha Drive, Suite B, Alpharetta, GA 30004 is desirous of acquiring the mark and the registration thereof;

Now therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Big Boing Toys, LLC does hereby assign unto The Brainy Baby Company LLC all right, title and interest in the said mark, together with the good will of the business symbolized by the mark, and the above registration thereof.

State of California

County of Alameda

Matthew P.d. Brown states that he is CEO of Big Boing Toys, LLC and is authorized to execute this instrument on behalf of said limited liability company.

By [Signature]
Matthew P.d. Brown, CEO

Subscribed and sworn to before me
this 7 day of Feb, 2006.

[Signature]
Notary Public

