

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	08/01/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Freddie's Daisy, Inc.		08/01/2006	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

Name:	Wendy Bellissimo Media Inc.
Street Address:	26527 Agoura Road
Internal Address:	Suite 210
City:	Calabasas
State/Country:	CALIFORNIA
Postal Code:	91302
Entity Type:	CORPORATION: CALIFORNIA

**PROPERTY NUMBERS Total: 9**

Property Type	Number	Word Mark
Registration Number:	3010794	SIR LEAPSALOT
Registration Number:	2623567	WENDY BELLISSIMO BABY 'N' KIDS
Serial Number:	78614273	MAKING EVERY ROOM A FAMILY ROOM
Serial Number:	78526082	AUTOSTRADA
Serial Number:	78411626	LIFESTYLE INSPIRATIONS FOR YOUR GROWING FAMILY
Serial Number:	78373431	WENDY BELLISSIMO BABY 'N' KIDS
Serial Number:	78373370	WENDY BEE
Serial Number:	76508430	WENDY BELLISSIMO NESTING
Serial Number:	76180203	WENDY BELLISSIMO

**CORRESPONDENCE DATA**

Fax Number: (212)261-9864

**CH \$240.00 3010794**

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 2125412064  
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ATTORNEY DOCKET NUMBER:	0201815
NAME OF SUBMITTER:	Todd Braverman
Signature:	/tjbraverman/
Date:	08/08/2006

Total Attachments: 2  
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## TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT is entered into as of the 1<sup>st</sup> day of August, 2006 by and between Freddie's Daisy, Inc., a California corporation, located at 8110 Remmet Avenue, #3 Canoga Park, CA 91304 ("Assignor") and Wendy Bellissimo Media Inc., a California corporation, located at 26527 Agoura Rd, Suite 210, Calabasas, CA 91302 ("Assignee").

WHEREAS, Assignor has adopted and used in its business the trade names, fictitious names, logos, designs, domain names, common law trademarks and service marks and trademark and service mark registrations and applications listed on the attached Schedule A (hereinafter referred to as the "Marks"); and

WHEREAS, Assignee is desirous of acquiring any and all rights that Assignor may have in and to the Marks and any applications or registrations therefor, together with the goodwill of the business in connection with which the Marks are used and which are symbolized by the Marks, along with the right to recover damages and profits for past infringements thereof; and

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell, transfer and convey unto Assignee, all right, title and interest in and to the Marks, including such other trademarks, service marks, trade names, domain names and trade dress as may be owned by Assignor and used in connection with the Marks, and any applications or registrations therefor, together with the goodwill of the business in connection with which the Marks are used and which are symbolized by the Marks, including, but not limited to, the use of the Marks in any manner; and Assignor does hereby further assign, sell, transfer and convey unto Assignee any and all claims of Assignor for past infringement and any and all causes of action of Assignor with respect to or arising out of the Marks, along with the right to recover damages and profits for past infringements thereof.

Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Marks in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

IN WITNESS WHEREOF, the undersigned has duly executed this Trademark Assignment Agreement for and on behalf of Assignor as of the day and year first above written.

**FREDDIE'S DAISY, INC.**

By:  \_\_\_\_\_

Its: \_\_\_\_\_

**SCHEDULE A**  
**TRADEMARKS**

	<b>Serial Number</b>	<b>Reg. Number</b>	<b>Word Mark</b>
1	78614273		MAKING EVERY ROOM A FAMILY ROOM
2	78526082		AUTOSTRADA
3	78411626		LIFESTYLE INSPIRATIONS FOR YOUR GROWING FAMILY
4	78389093	3010794	SIR LEAPSALOT
5	78373431		WENDY BELLISSIMO BABY 'N' KIDS
6	78373370		WENDY BEE
7	76182781	2623567	WENDY BELLISSIMO BABY 'N' KIDS
8	76508430		WENDY BELLISSIMO NESTING
9	76180203		WENDY BELLISSIMO