

**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>
Sporty Baby, LLC		02/02/2007	LIMITED LIABILITY COMPANY: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Brainy Baby Company, LLC		
<b>Street Address:</b>	1200 Alpha Drive, Suite B		
<b>City:</b>	Alpharetta		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30004		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: GEORGIA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3102336	SPORTY BABY	
Serial Number:	78601139	SPORTYBABY	
Serial Number:	78369979	SPORTY KIDZ	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(404)521-4632		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	404-897-5252		
<b>Email:</b>	Leebeebie@aol.com		
<b>Correspondent Name:</b>	Lee B. Beitchman		
<b>Address Line 1:</b>	215 14th St., NW		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30318		
<b>NAME OF SUBMITTER:</b>	Lee B. Beitchman		
<b>Signature:</b>	/Lee B. Beitchman/		

OP \$90.00 3102336

Date:

02/20/2007

Total Attachments: 1

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**TRADEMARK ASSIGNMENT**


Whereas, Sporty Baby, LLC located at 2657 NE 164<sup>th</sup> Street, North Miami Beach, Florida 33160 has adopted, used and is using the mark "Sporty Baby" which is registered in the United States Patent and Trademark Office, Registration No. 3,102,336, dated June 6, 2006; and the marks "sporty baby" with design (Serial No. 78601139, filed on April 4, 2004) and "Sporty Kidz" (Serial No. 78369979, filed February 18, 2004) for which the foregoing applications have been filed with the United States Patent and Trademark Office;

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

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

State of Florida  
County of Dade

Tiffany Markofsky states that she is an officer and signatory of Sporty Baby, LLC and is authorized to execute this instrument on behalf of said limited liability company.

By:   
Tiffany Markofsky

Subscribed and sworn to before me  
this 2 day of February, 2007.

  
Notary Public

