

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Release of Secured Party's Trademark Security Interest in Trademarks originally recorded on Reel/Frame: 002987/0212 (and referenced on Schedule A to this Release of Trademark Security Interest)

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BNP Paribas, as First Lien Administrative Agent and Collateral Agent		03/22/2007	Unknown:

RECEIVING PARTY DATA

Name:	CEI-KIDS LLC
Street Address:	2182 Route 35 South
City:	Holmdel
State/Country:	NEW JERSEY
Postal Code:	07733
Entity Type:	LIMITED LIABILITY COMPANY: NEW JERSEY

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	1835928	KID CARE
Registration Number:	2602678	SPORT FOR KIDS
Registration Number:	2828037	THE FUN KIDS WANT. THE QUALITY PARENTS DEMAND.

CORRESPONDENCE DATA

Fax Number: (213)430-6407
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: gdurham@omm.com
 Correspondent Name: Gina M. Durham, Esq.
 Address Line 1: 400 South Hope Street
 Address Line 2: O'Melveny & Myers LLP
 Address Line 4: Los Angeles, CALIFORNIA 90071

NAME OF SUBMITTER:	Gina M. Durham
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Signature:	/Gina M. Durham/
Date:	03/29/2007
Total Attachments: 3 source=(T-Release)(2987-212)#page1.tif source=(T-Release)(2987-212)#page2.tif source=(T-Release)(2987-212)#page3.tif	

RELEASE OF TRADEMARK SECURITY INTEREST


This Release of Trademark Security Interest (this “**Release**”) is dated as of March 22, 2007. Reference is hereby made to the Grant of Trademark Security Interest (the “**Grant**”), dated as of December 3, 2004, by and between CEI-Kids LLC (the “**Assignor**”) and BNP Paribas, as First Lien Administrative Agent and Collateral Agent (the “**Assignee**”), recorded with the United States Patent and Trademark Office on December 9, 2004 at Reel/Frame No. 002987/0212.

Assignee hereby notifies, acknowledges to and agrees with Assignors that the security interest granted by Assignors in the Trademarks (as defined in the Grant) (the “**Trademark Collateral**”) including, without limitation, the security interest granted in the Trademarks listed on the attached Schedule A, is terminated and released, and that Assignee hereby releases and forever discharges all of its right, title and interest of any kind or nature in the Trademark Collateral granted, assigned or conveyed pursuant to the Grant.

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IN WITNESS WHEREOF, Assignee has caused this Release of Trademark Security Interest to be duly executed and delivered by its duly authorized representative as of the date first above written.

BNP PARIBAS, as First Lien Administrative Agent and Collateral Agent

By: 
Name: _____
Title: CLARK C. KING III
MANAGING DIRECTOR

By: 
Name: MICHAEL C. COLIAS
Title: DIRECTOR

**SCHEDULE A
TO
GRANT OF TRADEMARK SECURITY INTEREST**

Registered Trademarks:

	<u>Registered Owner</u>	<u>Trademark Description</u>	<u>Registration Number</u>	<u>Registration Date</u>
1.	CEI-Kids, LLC	Kid Care and Design	1,835,928	05/10/94
2.	CEI-Kids, LLC	Sport for Kids	2,602,678	07/30/02
3.	CEI-Kids, LLC	"The Fun Kids Want. The Quality Mothers Demand"	2,828,037	03/30/04