

**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>
Brainy Retail Enterprises, Inc.	FORMERLY Survival Store, Inc.	04/27/2007	CORPORATION: GEORGIA
<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: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2978106	PEEK-A BOO! BABY	
<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/		
<b>Date:</b>	04/30/2007		
<b>Total Attachments: 1</b>			
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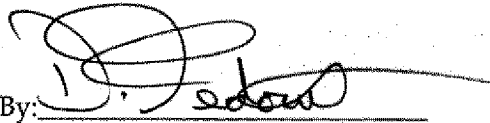
Whereas, Survival Store, Inc., now known as Brainy Retail Enterprises, Inc., located at 1200 Alpha Drive, Suite B, Alpharetta, Georgia 30004 has adopted, used and is using the mark "Peek-A BOO! BABY" (stylized with design) which is registered in the United States Patent and Trademark Office, Registration No. 2978106, dated July 26, 2005;

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, KidVid, Inc. 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 marks, and the above registration thereof.

State of Georgia  
County of Forsyth

Dennis Fedoruk states that he is an officer and signatory of Survival Store, Inc., now known as Brainy Retail Enterprises, Inc., and is authorized to execute this instrument on behalf of said corporation.

By: 

Dennis Fedoruk

Subscribed and sworn to before me  
this 27 day of APRIL, 2007.



Notary Public

