

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
KidVid, Inc.		05/01/2007	CORPORATION: GEORGIA
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: 4			
Property Type	Number	Word Mark	
Registration Number:	2148179	BABY'S FIRST IMPRESSIONS	
Registration Number:	2260204	BECAUSE FIRST IMPRESSIONS LAST A LIFETIME.	
Registration Number:	2419966	BABY'S FIRST IMPRESSIONS VIDEO ENCYCLOPEDIA	
Registration Number:	2599593	FIRST IMPRESSIONS	
CORRESPONDENCE DATA			
Fax Number:	(404)521-4632		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4048975252		
Email:	leebeebee@aol.com		
Correspondent Name:	Lee B. Beitchman		
Address Line 1:	215 14th St., NW		
Address Line 4:	Atlanta, GEORGIA 30318		
NAME OF SUBMITTER:	Lee B. Beitchman		
Signature:	/Lee B. Beitchman/		

OP \$115.00 2148179

Date:

05/02/2007

Total Attachments: 1

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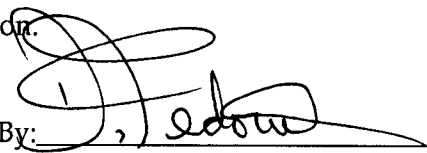
Whereas, KidVid, Inc. located at 1200 Alpha Drive, Suite B, Alpharetta, Georgia 30004 has adopted, used and is using the mark "Baby's First Impressions" which is registered in the United States Patent and Trademark Office, Registration No. 2148179; dated March 31, 1998; "Because First Impressions Last a Lifetime" which is registered in the United States Patent and Trademark Office, Registration No. 2260204, dated July 13, 1999; "Baby's First Impressions Video Encyclopedia" which is registered in the United States Patent and Trademark Office, Registration No. 2419966, dated January 9, 2001; and "First Impressions" which is registered in the United States Patent and Trademark Office, Registration No. 2599593, dated July 23, 2002;

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, KidVid, Inc. 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 Georgia
County of Forsyth

Dennis Fedoruk states that he is an officer and signatory of KidVid, Inc. and is authorized to execute this instrument on behalf of said corporation.

By: 
Dennis Fedoruk

Subscribed and sworn to before me
this 1st day of May, 2007.


Notary Public

