

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
Survival Store, Inc.		09/18/2007	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: 2			
Property Type	Number	Word Mark	
Registration Number:	2949496	DADDY'S LITTLE HELPER	
Registration Number:	2952901	MOMMY'S LITTLE HELPER	
CORRESPONDENCE DATA			
Fax Number:	(404)521-4632		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-897-5252		
Email:	Leebeebie@aol.com		
Correspondent Name:	Lee B. Beitchman		
Address Line 1:	215 14th St., NW		
Address Line 4:	Atlanta, GEORGIA 30318		
NAME OF SUBMITTER:	Dennis Fedoruk		
Signature:	/Dennis Fedoruk/		
Date:	09/18/2007		

OP \$65.00 2949496

Total Attachments: 1

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**TRADEMARK
 REEL: 003623 FRAME: 0354**

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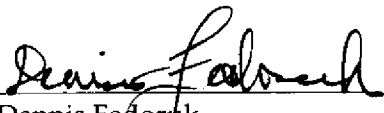
Whereas, Survival Store, Inc. which affected a name change to Brainy Retail Enterprises, Inc., located at 1200 Alpha Drive, Suite B, Alpharetta, Georgia 30004 has adopted, used and is using the mark "Daddy' Little Helper" which is registered in the United States Patent and Trademark Office, Registration No. 2,949,496, granted on May 5, 2005, and "Mommy's Little Helper" which is registered in the United States Patent and Trademark Office, Registration No. 2,952,901, granted on May 17, 2005;

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;

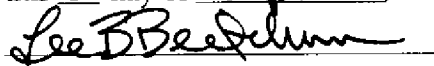
Now therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Brainy Retail Enterprises, Inc. formerly Survival Store, Inc. does hereby assign unto The Brainy Baby Company LLC all right, title and interest in the said marks, together with the good will of the business symbolized 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 Brainy Retail Enterprises, Inc., formerly Survival Store, Inc. and is authorized to execute this instrument on behalf of said corporation.

By: 
Dennis Fedoruk

Subscribed and sworn to before me
this 18th day of Sept., 2007.



Notary Public Comm. expires 9/12/08