

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 |
| eToys Direct, Inc. | | 04/25/2008 | CORPORATION: COLORADO |
| RECEIVING PARTY DATA | | | |
| Name: | My Twinn, Inc. | | |
| Street Address: | 717 17th Street, Suite 1300 | | |
| City: | Denver | | |
| State/Country: | COLORADO | | |
| Postal Code: | 80202 | | |
| Entity Type: | CORPORATION: COLORADO | | |
| PROPERTY NUMBERS Total: 7 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2598432 | TWINNS AND FRIENDS | |
| Registration Number: | 2705248 | POSEABLE PETS BY MY TWINN | |
| Registration Number: | 2471917 | MYTWINN.COM | |
| Registration Number: | 3172897 | MY TWINN FRIEND | |
| Registration Number: | 3185267 | MY TWINN | |
| Registration Number: | 1897057 | MY TWINN | |
| Registration Number: | 2230190 | MY TWINN | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (415)576-0300 | | |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | |
| Phone: | 303.571.4000 | | |
| Email: | denverteas@townsend.com | | |
| Correspondent Name: | Shelley B. Mixon | | |
| Address Line 1: | Two Embarcadero Center, Eighth Floor | | |
| Address Line 4: | San Francisco, CALIFORNIA 94111 | | |

CH \$190.00 2598432

900106719

TRADEMARK
REEL: 003778 FRAME: 0460

| | |
|--|------------------|
| NAME OF SUBMITTER: | Shelley B. Mixon |
| Signature: | /sbm/ |
| Date: | 05/13/2008 |
| Total Attachments: 2 source=eToys TM Assignment 2#page1.tif source=eToys TM Assignment 2#page2.tif | |

TRADEMARK ASSIGNMENT

This Assignment is made by and between eToys Direct, Inc., a Colorado corporation with an address of 717 17th Street, Suite 1300, Denver, Colorado 80202 (hereinafter "Assignor"), and My Twinn, Inc. a Colorado corporation with an address of 717 17th Street, Suite 1300, Denver, Colorado 80202 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of the trademarks shown on the attached Schedule A and applications and registrations therefore (collectively referred to hereinafter as "the Marks"); and

WHEREAS, Assignor warrants that it owns ALL rights, title and interest of every kind, nature or description in and to the Marks, all rights therein, including any and all past, present and future registrations and applications therefor, all rights of renewal thereof, all rights to royalties for the licensing thereof, all claims for infringement thereof, and all goodwill pertaining thereto (hereinafter "All Rights in the Marks"); and,

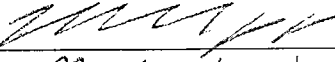
WHEREAS, Assignor desires to assign to Assignee All Rights in the Marks (as defined hereinabove);

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee All Rights in the Marks (as defined hereinabove).

The undersigned represents and warrants that (s)he has authority to execute this Assignment on behalf of Assignor, and to carry out all obligations imposed hereunder. The undersigned has read, understands, and agrees to the terms of this Assignment.

ETOYS DIRECT, INC.

Dated: April 25, 2008

By 
Name: Michael Wagner
Title: CEO

61304190 v1

SCHEDULE "A"
ASSIGNED TRADEMARK REGISTRATIONS

| COUNTRY | MARK | REG. NO. REG. DATE |
|----------------|------------------------------|-------------------------------|
| US | TWINNS AND FRIENDS | 2598432 07/23/02 |
| US | POSEABLE PETS BY MY TWINN | 2705248 04/08/03 |
| US | MYTWINN.COM | 2471917 07/24/01 |
| US | MY TWINN FRIEND | 3172897 11/21/06 |
| US | <i>mytwinn</i> | 3185267 12/19/06 |
| US | <i>My Twin</i> | 1897057 05/30/95 |
| US | MYTWINN | 2230190 03/09/99 |

61304190 v1