

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: 1			
Property Type	Number	Word Mark	
Serial Number:	77333371	THE JUST-LIKE-ME DOLL	
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		
NAME OF SUBMITTER:	Shelley B. Mixon		
Signature:	/sbm/		
Date:	05/13/2008		
Total Attachments: 2 source=eToys TM Assignment 3#page1.tif			

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TRADEMARK
REEL: 003778 FRAME: 0464

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 has intended to use the mark shown on Schedule A affixed hereto (hereinafter "ASSIGNED TRADEMARK") in interstate commerce and has filed an application with the United States Patent and Trademark Office based on its *bona fide* intent to use such mark in commerce, but has not yet filed an allegation of use of the mark under Section 1(c) or 1(d) of the Trademark Act, and;

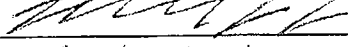
WHEREAS, ASSIGNEE is acquiring the entire business or portion thereof to which the ASSIGNED TRADEMARK pertains as required by 15 USC §1060;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE the ASSIGNED TRADEMARK, as shown in Schedule A affixed hereto, as part of the entire business or portion thereof to which the mark pertains as required by 15 USC §1060, along with any and all goodwill which exists.

IN WITNESS WHEREOF, ASSIGNOR has caused this Trademark Assignment to be executed as of the date below written.

ETOYS DIRECT, INC.

Dated: April 25, 2008

By: 
Name: Michael Wagner
Title: CEO

SCHEDULE A

COUNTRY	MARK	FILING NO FILING DATE
US	THE JUST-LIKE- ME-DOLL	77/333371 11/19/07

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