

**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>
The Parent Company		04/25/2008	CORPORATION: COLORADO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BabyUniverse, Inc.		
<b>Street Address:</b>	717 17th Street, Suite 1300		
<b>City:</b>	Denver		
<b>State/Country:</b>	COLORADO		
<b>Postal Code:</b>	80202		
<b>Entity Type:</b>	CORPORATION: COLORADO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78878637	BABYTV.COM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(415)576-0300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	303.571.4000		
<b>Email:</b>	denverteas@townsend.com		
<b>Correspondent Name:</b>	Shelley B. Mixon		
<b>Address Line 1:</b>	Two Embarcadero Center, Eighth Floor		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94111		
<b>NAME OF SUBMITTER:</b>	Shelley B. Mixon		
<b>Signature:</b>	/sbm/		
<b>Date:</b>	05/13/2008		

**CH \$40.00 78878637**

Total Attachments: 2  
 source=eToys TM Assignment 6#page1.tif

**900106723**

**TRADEMARK  
 REEL: 003778 FRAME: 0476**



## TRADEMARK ASSIGNMENT

This ASSIGNMENT is made by and between The Parent Company, a Colorado corporation, with an address of 717 17<sup>th</sup> Street, Suite 1300, Denver, Colorado 80202 (hereinafter "ASSIGNOR") and BabyUniverse, Inc., a Colorado corporation, with an address of 717 17<sup>th</sup> 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;

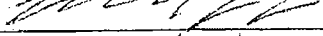
WHEREAS, ASSIGNEE is acquiring the entire business or portion thereof to which the ASSIGNED TRADEMARK pertains as required by 15 USC §1060;

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.

THE PARENT COMPANY

Dated: April 25, 2008

By:   
Name: Michael W. Jones  
Title: CEO

SCHEDULE A

COUNTRY	MARK	FILING NO FILING DATE
US	BABYTV.COM	78/878637 05/08/06

61304948