

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<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>
Celebre, LLC		05/01/2008	LIMITED LIABILITY COMPANY: GEORGIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Growing Family, Inc.		
<b>Street Address:</b>	3613 Mueller Road		
<b>City:</b>	St. Charles		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63301		
<b>Entity Type:</b>	CORPORATION: MISSOURI		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2750919	THAT'S MY BABY!	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(314)552-7580		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	314-552-6000		
<b>Email:</b>	ipdocket@thompsoncoburn.com		
<b>Correspondent Name:</b>	Jennifer A. Visintine		
<b>Address Line 1:</b>	Thompson Coburn LLP		
<b>Address Line 2:</b>	One US Bank Plaza		
<b>Address Line 4:</b>	St. Louis, MISSOURI 63101		
<b>ATTORNEY DOCKET NUMBER:</b>	3950-74836		
<b>NAME OF SUBMITTER:</b>	Jennifer A. Visintine		
<b>Signature:</b>	/Jennifer A. Visintine/		

**CH \$40.00 2750919**

Date:

05/29/2008

**Total Attachments: 2**

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## TRADEMARK ASSIGNMENT

**WHEREAS**, Celebre, LLC (“Celebre”), a Georgia limited liability company, owns the entire right, title and interest in and to the trademark THAT’S MY BABY for *mail order catalog and retail store services featuring printed baby announcements, personalized baby announcements, envelopes, thank you notes and cards, self-adhesive printed labels, personalized self-adhesive labels, cloth, plastic and paper ribbons and bows, personalized cloth, plastic and paper ribbons and bows, metal spoons, photo frames, personalized photo frames, book marks, balloons, bronzed baby shoes and personalized note cards*, and U.S. Trademark Registration No. 2,750,919 therefor (hereinafter the trademark THAT’S MY BABY and Registration No. 2,750,919 are referred to collectively as the “Trademark”); and

**WHEREAS**, Growing Family, Inc. (“Growing Family”), a Missouri corporation, is desirous of acquiring all of Celebre’s right, title and interest in and to the Trademark, pursuant to the Asset Purchase Agreement dated February 28, 2007 to which Celebre and Growing Family are parties (“Asset Purchase Agreement”).

**NOW THEREFORE**, in consideration of these premises, the covenants and obligations in the Asset Purchase Agreement, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Celebre hereby assigns to Growing Family the entire right, title and interest in and to the Trademark, together with the goodwill of Celebre’s business associated therewith, and the right to sue for, and recover for, any past infringements thereof, to be held and enjoyed by Growing Family, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Celebre had no assignment of said Trademark been made.

2. Celebre shall, upon the request and at the expense of Growing Family, execute any further documents reasonably required by Growing Family to secure and enforce the rights granted to Growing Family under this Assignment.

IN WITNESS WHEREOF, the undersigned has caused its duly authorized representative to execute this assignment as of the 1<sup>st</sup> day of May, 2008.

Celebre LLC

By:

DJ Warner  
Signature

D.J. Warner, Mgr  
Printed Name and Title

STATE OF Georgia :  
COUNTY OF Cobb : SS  
:

On this 1<sup>st</sup> day of May, 2008, before me, a Notary Public, within and for the County of Cobb, State of Georgia, personally appeared Douglas James Warner, to me known to be the person described in and who executed the foregoing Trademark Assignment and acknowledged that (s)he executed same as his free act and deed.

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal the date and year last above written.

Alejandro A. Gutierrez  
Notary Public

**ALEJANDRO A GUTIERREZ**  
Notary Public  
Cobb County, Georgia

My Commission Expires: Oct 30/2010 My Commission Expires October 30, 2010