

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
Right Start Acquisition Company		05/29/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	LMC Right Start, Inc.		
Street Address:	12300 Liberty Boulevard		
City:	Englewood		
State/Country:	COLORADO		
Postal Code:	80112		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2691944	RIGHTSTART.COM	
Registration Number:	2694449	RIGHTSTART.COM	
Registration Number:	2157378	THE RIGHT START	
Registration Number:	2368955	THE RIGHT START	
Registration Number:	1917940	THE RIGHT START	
Registration Number:	1918619	THE RIGHT START	
CORRESPONDENCE DATA			
Fax Number:	(303)298-0940		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	303-299-8385		
Email:	dschachter@sah.com		
Correspondent Name:	David N. Schachter		
Address Line 1:	633 17th St.		
Address Line 2:	Suite 3000		
Address Line 4:	Denver, COLORADO 80202		

CH \$165.00 2691944

ATTORNEY DOCKET NUMBER:	057351418
NAME OF SUBMITTER:	David N. Schachter
Signature:	/David N. Schachter/
Date:	08/06/2009
Total Attachments: 3 source=Right Start TM Assignment to LMC#page1.tif source=Right Start TM Assignment to LMC#page2.tif source=Right Start TM Assignment to LMC#page3.tif	

ASSIGNMENT OF TRADEMARKS

Whereas, Right Start Acquisition Company, with its address at 10323 Santa Monica Blvd., Suite 101, Los Angeles, California 90025, ("ASSIGNOR"), to its knowledge, has adopted, owns and is using or intends to use the trademarks and service marks listed on Exhibit A hereto (the "Assigned Marks") in connection with the goods and/or services as set forth in the certificates of registration identified on Exhibit A, on file with the U. S. Patent and Trademark Office; and

Whereas, LMC Right Start, Inc., a Delaware corporation ("ASSIGNEE"), has acquired from Assignor all right and title in and to the Assigned Marks, together with their associated good will and in the goods and services in connection with which Assignor is using or intends to use the Assigned Marks;

Whereas, Assignor and Assignee are parties to the Amended Asset Purchase Agreement dated May 28, 2009 (the "Agreement") providing for the execution and delivery of this assignment by Assignor to Assignee; and

Assignor shall, upon request by Assignee, execute, acknowledge and deliver additional documents as may be reasonably requested by Assignee in order to more effectively sell, transfer, convey and assign to Assignee all of Assignor's right, title, and interest in and to the Assigned Marks, and the applications and registrations therefor.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign and transfer to Assignee, its successor, assigns and legal representatives, all right, title and interest that it may have in and to and to the Assigned Marks, and all associated good will.

All representations and warranties from Assignor to Assignee in the Agreement with respect to the Assigned Marks and the other rights assigned above are incorporated herein by reference. Nothing contained herein shall be deemed to modify, expand or amend any of such representations or warranties or rights or remedies of either Assignor or Assignee under the Agreement.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be executed by its duly authorized representative this 29th day of May, 2009.

Babystyle, Inc.

By: [Signature]

Name: KENTON VAN HARTEN

Title: PRESIDENT & CEO

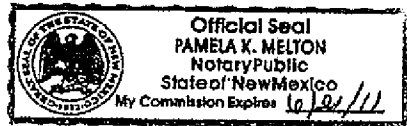
ACKNOWLEDGEMENT

STATE OF New Mexico)

COUNTY OF Bernalillo) ss.

This instrument was acknowledged before me on the 1st June day of ~~May~~, 2009, by Kenton Van Harten, CEO of Babystyle, Inc.

Pamela K. Melton
_____, Notary Public



My commission expires: 6/21/11

**EXHIBIT A
ASSIGNED MARKS**

MARK	SERIAL NUMBER	REG'N NUMBER	REG'N DATE
1. RIGHTSTART.COM	76074609	2691944	03/04/2003
2. RIGHTSTART.COM	76026632	2694449	03/11/2003
3. THE RIGHT START	75087466	2157378	05/12/1998
4. THE RIGHT START	75067372	2368955	07/18/2000
5. THE RIGHT START	74586583	1917940	09/12/1995
6. THE RIGHT START	74586582	1918619	09/12/1995

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