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TO: MITCHELL A. SMOLOW COMPANY: 720 HAMPTON ROAD

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

**11/10/2009
 900147336**

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Spang & Company		10/27/2009	CORPORATION: PENNSYLVANIA

RECEIVING PARTY DATA

Name:	BabyAge.com, Inc.
Street Address:	360 Stewart Road
City:	Wilkes-Barre
State/Country:	PENNSYLVANIA
Postal Code:	18708
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1781455	TODAY'S KIDS

CORRESPONDENCE DATA

Fax Number: (570)696-3320
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 570-714-4000
 Email: msmolow@smolowlaw.com
 Correspondent Name: Mitchell A. Smolow
 Address Line 1: 720 Hampton Road
 Address Line 4: Shavertown, PENNSYLVANIA 18708

ATTORNEY DOCKET NUMBER:	125.002
NAME OF SUBMITTER:	Mitchell A. Smolow
Signature:	/Mitchell A. Smolow/
Date:	11/10/2009

OP \$40.00 1781455

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Total Attachments: 2

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ASSIGNMENT OF TRADEMARK REGISTRATION

Whereas Spang & Company, by way of assignment dated October 30, 1992 and recorded November 3, 1992 at Reel/Frame 0906/0509, owns United States Trademark registration no. 1,781,455 to the mark TODAY'S KIDS and design ("the Registration"), issued on July 13, 1993; and

Whereas, BabyAge.com, Inc. ("BabyAge") is desirous of acquiring the entire right, title and interest in the same.

Now, therefore, in consideration of the sum of [REDACTED], the receipt whereof is acknowledged, and other good and valuable consideration, Spang & Company, by these presents does sell, assign and transfer unto BabyAge the entire right, title, and interest in and to the Registration, and any goodwill of the business symbolized thereby, for its sole use and behoof to the full end of the term for which said Registration has been granted, as fully and entirely as the same is held by Spang & Company had this assignment and sale not been made.

Spang & Company hereby represents, warrants and covenants: (a) that it has taken all action necessary to authorize execution of this Agreement; (b) that this Agreement and each of its terms are binding on it; (c) that it has the requisite power and authority to perform the acts stated herein; (d) that the undersigned signatory has the full legal right, power and authority to bind Spang & Company; (e) that it has not assigned or delegated to any third party all or any part of the rights and obligations set forth herein; (f) that it has not assigned, conveyed, pledged, encumbered or otherwise transferred, in whole or in part, the Registration; and (g) no other warranties, express or implied, apply in any way to this transaction.

This Assignment may be executed in two or more counterparts, all of which taken together shall constitute the same instrument and each of which shall be deemed an original instrument as against any party who has signed it.

IN WITNESS WHEREOF, Spang & Company has caused this Assignment to be executed.

Date: 10/27/09

Spang & Company

By: Mitchell J. Rully

Title: Vice President & General Counsel

ACKNOWLEDGMENT

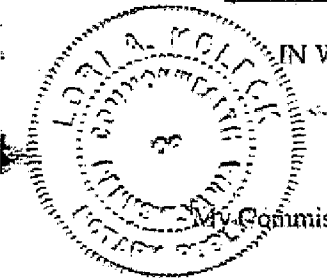
Commonwealth of Pennsylvania
County of Allegheny

On this 27th day of October, 2009, before me, a Notary Public, the undersigned officer, personally appeared and acknowledged himself to be the Vice President & General Counsel of Spang & Company, a corporation, and that he being authorized to do so, executed the foregoing instrument for the purpose contained therein, by signing the name of the corporation by himself as Vice President & General Counsel.

IN WITNESS WHEREOF, I hereunto set my hand and official seal.

Lori A. Koleck

NOTARY PUBLIC



My Commission expires:

COMMONWEALTH OF PENNSYLVANIA
Notarial Seal
Lori A. Koleck, Notary Public
Mansville Boro, Armstrong County
My Commission Expires May 2, 2013
Member, Pennsylvania Association of Notaries