

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Kiddie Academy International, Inc.		12/02/2009	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Essential Brands, Inc.
Street Address:	3415 Box Hill Corporate Center Drive
City:	Abingdon
State/Country:	MARYLAND
Postal Code:	21009
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	2811823	KAMP ADVENTURE THE KIDDIE ACADEMY SUMMER CAMP EXPERIENCE
Serial Number:	77732743	WE HAVE A DESIGNATED TIME FOR LEARNING. ALWAYS.
Serial Number:	77445507	LIFE ESSENTIALS
Serial Number:	77299488	ALL DAY ADVENTURES. ALL SUMMER LONG.
Registration Number:	3264067	COMMUNITY BEGINS HERE
Registration Number:	2850640	WHERE LITTLE PEOPLE DO BIG THINGS
Registration Number:	2854441	SCHOOL LINK THE KIDDIE ACADEMY SCHOOL AGE PROGRAM
Registration Number:	2585170	KIDDIE ACADEMY
Registration Number:	2262940	KIDDIE ACADEMY

CORRESPONDENCE DATA

Fax Number: (202)585-8080
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: dmay@nixonpeabody.com

900153358

**TRADEMARK
 REEL: 004139 FRAME: 0842**

CH \$240.00 2811823

Correspondent Name: David L. May, Nixon Peabody LLP
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ATTORNEY DOCKET NUMBER:	038857-1
NAME OF SUBMITTER:	David L. May
Signature:	/david l may/
Date:	01/28/2010

Total Attachments: 1
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STATE OF DELAWARE
CERTIFICATE OF AMENDMENT
to
CERTIFICATE OF INCORPORATION
of
KIDDIE ACADEMY INTERNATIONAL, INC.

Pursuant to Section 242 of the General Corporation Law of the State of Delaware, **KIDDIE ACADEMY INTERNATIONAL, INC.**, a corporation organized and existing under and by virtue of the General Corporate Law of the State of Delaware (the "Corporation"), does hereby certify:

FIRST: That at a meeting of the Board of Directors of the Corporation, by unanimous written consent in accordance with Section 141 and 242 of the General Corporation Law of the State of Delaware, resolutions were duly adopted setting forth a proposed amendment of the Certificate of Incorporation of the Corporation, declaring said amendment to be advisable and directing that said amendment be submitted to the stockholders of the Corporation for consideration thereof. The resolution setting forth the proposed amendment is as follows:

RESOLVED, that upon the approval by the Shareholders of the Corporation, the Certificate of Incorporation of the Corporation be amended by changing the Article thereof numbered "FIRST" so that, as amended, said Article shall be read as follows:

The name of the corporation (hereinafter called the "Corporation")
is **Essential Brands, Inc.**

SECOND: That thereafter, pursuant to a resolution of its Board of Directors, holders of the necessary number of shares of the Common Stock of the Corporation as required by statute and the Certificate of Incorporation voted in favor of the amendment.

THIRD: That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the Corporation caused this Certificate of Amendment to be signed by its President on this 2nd day of December, 2009.

Kiddie Academy International, Inc.

By: 
Michael J. Miller, President