

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
Taggies, Inc.		01/13/2011	CORPORATION: MASSACHUSETTS

RECEIVING PARTY DATA

Name:	Got II, LLC
Street Address:	555 North Point Center East, Suite 600
City:	Alpharetta
State/Country:	GEORGIA
Postal Code:	30022
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Serial Number:	77106168	RIBBENZ
Registration Number:	2700173	BABIES & KIDS LOVE TO RUB 'EM!
Registration Number:	3137292	CONCEIVED BY BABIES. MADE BY MOMS.
Registration Number:	3413557	CONCEIVED BY BABIES. MADE BY MOMS.
Registration Number:	3202575	GOODNIGHT STAR
Registration Number:	3220867	TAGGIE
Registration Number:	2668388	TAGGIE
Registration Number:	3172607	TAGGIES
Registration Number:	3554742	TAGGIES
Registration Number:	3442117	TAGGIES
Registration Number:	2581453	TAGGIES
Registration Number:	3178659	TAGGIES
Registration Number:	3550877	TAGGIES
Registration Number:	3427972	TAGGIES

TRADEMARK

900186529

REEL: 004498 FRAME: 0657

CH \$440.00 77106168

Registration Number:	2587828	TAGGIES
Registration Number:	3600004	TAGS OF LOVE
Registration Number:	3599215	WAGGIES

CORRESPONDENCE DATA

Fax Number: (617)607-9200

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: mboyce@mccarter.com

Correspondent Name: McCarter & English-Erik Paul Belt

Address Line 1: 265 Franklin Street, 14th Floor

Address Line 4: Boston, MASSACHUSETTS 02110

ATTORNEY DOCKET NUMBER:	120218/00001 EPB/5011
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NAME OF SUBMITTER:	Erik Paul Belt
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Signature:	/Erik Paul Belt/
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Date:	03/16/2011
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Total Attachments: 5

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TRADEMARK ASSIGNMENT

WHEREAS, Taggies, Inc., a Massachusetts corporation with an address at 21 West Main Street, Spencer, Massachusetts, 01562 ("Assignor"), has in connection with Assignor's goods and services adopted, used or had a bona fide intent to use, and is the owner of the trademarks and service marks and the record owner of the trademark applications and registrations listed on **Schedule A** attached hereto and made a part hereof, and the goodwill associated therewith (the "Marks"); and

WHEREAS, GOT II, LLC, a Delaware limited liability corporation with an address at 555 North Point Center East, Suite 600, Alpharetta, Georgia 30022 ("Assignee"), desires to acquire all right, title and interest in and to the Marks, pursuant to that certain Asset Purchase Agreement dated January 13, 2011 by and between Assignor and Danielle Ayotte on the one part and Assignee on the other part (the "APA").

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00), the promises and covenants in the APA and this Trademark Assignment, and other good and valuable consideration, the receipt and sufficiency of which the parties acknowledge, Assignor does hereby assign, transfer and convey to Assignee, its successors, assigns, and legal representatives, all right, title and interest of Assignor in and to the Marks, including all registrations and applications for registration thereof and common law rights therein, together with the goodwill of the business symbolized by the Marks or portion of the business to which the Marks pertain, and all rights of action accrued and to accrue under and by virtue hereof, including the right to sue and recover for past infringement of the Marks. Assignor further agrees to execute all documents necessary to perfect such rights, title, and interest in Assignee, its successors, assigns, and legal representatives.

(Signature Page Follows)

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed by a duly authorized corporate officer to be effective as of January 13, 2011.

ASSIGNOR

TAGGIES, INC.

By: Danielle Ayotte

Name: Danielle Ayotte
Title: President

COMMONWEALTH OF MASSACHUSETTS)
COUNTY OF SUFFOLK) ss
)

On this 13 day of January, 2011, before me the undersigned Notary Public, personally appeared _____, who proved to me through satisfactory evidence of identification, which was _____ that she was the person whose name is signed on this document and acknowledged to me that she signed it voluntarily and for its stated purpose.

Jeanne Ebert-McCreary
Notary Public
EXP 8/27/2015

SEAL

COMMONWEALTH OF MASSACHUSETTS)
) ss
COUNTY OF)

On this ____ day of January, 2011, before me the undersigned Notary Public, personally appeared _____, who proved to me through satisfactory evidence of identification, which was _____ that she was the person whose name is signed on this document and acknowledged to me that she signed it voluntarily and for its stated purpose.

Notary Public

SEAL

ASSIGNEE

By: GOT II, LLC

Name: _____

Title: President

Date: 1/13/11

STATE OF Georgia)
) ss
COUNTY OF Fulton)

On this 13th day of January, 2011, did appear Drant R. Dumnife who to me is personally known, did depose and say that he is President of Got II, LLC and is authorized to execute the foregoing instrument on behalf of said company.

Debbie T. Dunn
Notary Public

DEBBIE T. DUNN
NOTARY PUBLIC
Forsyth County, Georgia
My Commission Expires:
September 2, 2014

SEAL

-2-

LEGAL.02/32322935v1
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TRADEMARK
REEL: 004498 FRAME: 0661

SCHEDULE A

UNITED STATES

TRADEMARK REGISTRATIONS

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>DATE ISSUED</u>
BABIES & KIDS LOVE TO RUB 'EM!	2,700,173	3/25/2003
CONCEIVED BY BABIES. MADE BY MOMS.	3,137,292	8/29/2006
CONCEIVED BY BABIES. MADE BY MOMS.	3,413,557	4/15/2008
GOODNIGHT STAR	3,202,575	1/23/2007
TAGGIE	3,220,867	3/20/2007
TAGGIE	2,668,388	12/31/2002
TAGGIES	3,172,607	11/14/2006
TAGGIES	3,554,742	12/30/2008
TAGGIES	3,442,117	6/3/2008
TAGGIES	2,581,453	6/18/2002
TAGGIES & DESIGN	3,178,659	11/28/2006
TAGGIES & DESIGN	3,550,877	12/23/2008
TAGGIES & DESIGN	3,427,972	5/13/2008
TAGGIES & DESIGN	2,587,828	7/2/2002
TAGS OF LOVE	3,600,004	3/31/2009
WAGGIES	3,599,215	3/31/2009

WRISTIES

2,961,338

6/7/2005

TRADEMARK APPLICATIONS

TRADEMARKS

SERIAL NO.

DATE FILED

RIBBENZ

77/106,168

2/13/2007