

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
Britax Child Safety Inc.		10/31/2011	CORPORATION: SOUTH CAROLINA

RECEIVING PARTY DATA

Name:	Britax Childcare Holdings Limited
Street Address:	3000 Hillswood Drive
Internal Address:	Hillswood Business Park
City:	Chertsey, Surrey
State/Country:	UNITED KINGDOM
Postal Code:	KT16 ORS
Entity Type:	CORPORATION: UNITED KINGDOM

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3338928	B·O·B
Registration Number:	3629540	BOB
Registration Number:	3625402	BOB GEAR
Registration Number:	3501587	BOB STROLLERS
Registration Number:	3597397	DUALLIE
Registration Number:	3597396	IBEX
Registration Number:	3501506	REVOLUTION
Registration Number:	2507101	YAK

CORRESPONDENCE DATA

Fax Number: (704)444-1111
 Phone: 704-444-1000
 Email: elaine.hunt@alston.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

900209443

TRADEMARK
REEL: 004678 FRAME: 0065

CH \$215.00 3338928

via US Mail.

Correspondent Name: Martha Gayle Barber
Address Line 1: Alston & Bird LLP
Address Line 2: 101 South Tryon Street, Suite 4000
Address Line 4: Charlotte, NORTH CAROLINA 28280-4000

ATTORNEY DOCKET NUMBER:	56479/388739
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DOMESTIC REPRESENTATIVE

Name: Martha Gayle Barber
Address Line 1: Alston & Bird LLP
Address Line 2: 101 South Tryon Street, Suite 4000
Address Line 4: Charlotte, NORTH CAROLINA 28280-4000

NAME OF SUBMITTER:	Elaine B. Hunt
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Signature:	/Elaine B. Hunt/
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Date:	12/13/2011
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Total Attachments: 4
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TRADEMARK AND DOMAIN NAME ASSIGNMENT - WORLDWIDE

THIS ASSIGNMENT, effective as of the 31st day of October, 2011, by and between **Britax Child Safety Inc.**, a South Carolina corporation having a principal place of business at 13501 South Ridge Drive, Charlotte, North Carolina 28273 (hereinafter referred to as the "ASSIGNOR") and **Britax Childcare Holdings Limited**, 3000 Hillswood Drive, Hillswood Business Park, Chertsey, Surrey, KT16 0RS, United Kingdom, registration number 05545515 (hereinafter referred to as "ASSIGNEE") (collectively, the "Parties").

WHEREAS, ASSIGNOR owns (1) the trademark registrations and applications identified in **Schedule A** attached hereto, and (2) the domain names identified in **Schedule B** attached hereto and all domain name registrations therefore ((1) and (2) collectively, the "Trademarks"), together with the goodwill and reputation established by use of the Trademarks, and desires to transfer its entire right, title, and interest in and to said Trademarks; and

WHEREAS, ASSIGNEE is desirous of acquiring the entire right, title, and interest in and to said Trademarks;

NOW THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, transfer, and sell unto said ASSIGNEE, its successors and assigns, the entire worldwide right, title, and interest in and to the Trademarks and the associated usage and goodwill and reputation related thereto, including all rights corresponding to said Trademarks in all countries throughout the world; and all of its rights to sue for infringement of said Trademarks worldwide, including past infringement, together with all claims for damage by reason of said infringement of said Trademarks, with the right to sue for, and collect the same for ASSIGNEE's own use and enjoyment; all to be held and enjoyed by said ASSIGNEE, its successors and assigns, as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment, and sale not been made.

From time to time after the date hereof, at the request of either Party hereto, and at the expense of the Party so requesting, each of the Parties hereto shall execute and deliver to such requesting Party such documents and take such other action as such requesting Party may reasonably request to consummate more effectively the transactions contemplated hereby.

ASSIGNOR hereby represents, warrants and covenants that it owns all right, title and interest in and to the Trademarks, that it has the full power and authority to convey all right, title, and interest in and to the Trademarks to ASSIGNEE, that it has not executed and will not execute any agreement in conflict herewith.

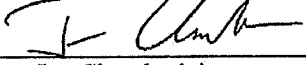
The Parties agree that this Assignment constitutes the entire agreement between ASSIGNOR and ASSIGNEE with respect to the subject matter hereof. The Parties also agree that no modification or waiver or any amendment to any provision of this Assignment shall be binding upon either party unless it is made in writing and signed by both Parties.

This Assignment may be signed in counterparts, each of which shall be deemed an original but all of which shall together constitute one instrument.

IN WITNESS WHEREOF, the Parties, intending to be legally bound, have caused this Assignment to be executed by its duly authorized officers.

ASSIGNOR:

Britax Child Safety Inc.

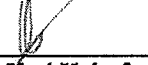


By: Jon Chamberlain

Title:

ASSIGNEE:

Britax Childcare Holdings Limited



By: ~~Karl Kahofer~~ PAUL SKORZEMBY

Title: GROUP CFO

SCHEDULE A

TRADEMARK REGISTRATIONS AND APPLICATIONS

TRADEMARK	COUNTRY	APPL. NO.	REG. NO.	FILING DATE	REG. DATE	STATUS
B.O.B.	Canada	1474546		03/25/2010		Advertised (published)
BOB	Canada	1474547		03/25/2010		Advertised (published)
BOB GEAR	Canada	1474548		03/25/2010		Advertised (published)
BOB STROLLERS	Canada	1474549	TMA796,302	03/25/2010	04/27/2011	Registered
DUALLIE	Canada	1474550	TMA796,312	03/25/2010	04/27/2011	Registered
IBEX	Canada	1474551	TMA796,278	03/25/2010	04/27/2011	Registered
REVOLUTION	Canada	1474552	TMA796,290	03/25/2010	04/27/2011	Registered
YAK	Canada	1474673		03/16/2011		Allowed
BOB	European Community Trademark	5586946	5586946	12/27/2006	10/30/2008	Registered
IBEX	European Community Trademark	5599782	5599782	1/08/2007	4/8/2008	Registered
REVOLUTION	European Community Trademark	5895073	5895073	5/11/2007	4/10/2008	Registered
YAK	European Community Trademark	5586987	5586987	12/27/2006	9/01/2008	Registered
B.O.B. & Design	Taiwan	01047111				Registered
B.O.B. & Design	Taiwan	01052339				Registered
B.O.B.	US	77/122,624	3,338,928	03/05/2007	11/20/2007	Registered
BOB	US	77/396,123	3,629,540	02/13/2008	06/02/2009	Registered
BOB GEAR	US	77/396,127	3,625,402	02/13/2008	05/26/2009	Registered
BOB STROLLERS	US	77/396,115	3,501,587	02/13/2008	09/16/2008	Registered
DUALLIE	US	77/396,119	3,597,397	02/13/2008	03/31/2009	Registered
IBEX	US	77/396,110	3,597,396	02/13/2008	03/31/2009	Registered
REVOLUTION	US	77/394,810	3,501,506	02/12/2008	09/16/2008	Registered
YAK	US	76/227,342	2,507,101	03/20/2001	11/13/2001	Registered

SCHEDULE B

DOMAIN NAMES

DOMAIN NAME
BEINGBOB.COM
BOBACTIVE.COM
BOBAROUND.COM
BOBCANOPY.COM
BOBCPSIA.COM
BOBGEAR.BIZ
BOBGEAR.CN
BOBGEAR.CO.UK
BOBGEAR.COM
BOBSTROLLER.CN
BOBSTROLLERS.BIZ
BOBSTROLLERS.CN
BOBSTROLLERS.COM
BOBTRAILER.CN
BOBTRAILER.CO.UK
BOBTRAILERS.BIZ
BOBTRAILERS.CO.UK
BOBTRAILERS.COM
FITNESSSTROLLERS.COM
IRONMANSTROLLER.COM
IRONMANSTROLLERS.COM
REVOLUTIONSTROLLER.CO.UK
REVOLUTIONSTROLLER.COM
REVOLUTIONSTROLLERS.CO.UK
REVOLUTIONSTROLLERS.COM