

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
Baby XO, Inc.		12/30/2011	CORPORATION: OREGON
RECEIVING PARTY DATA			
Name:	Baby XO Licensing, LLC		
Street Address:	1801 NW Upshur		
Internal Address:	Suite 760		
City:	Portland		
State/Country:	OREGON		
Postal Code:	97209		
Entity Type:	LIMITED LIABILITY COMPANY: OREGON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3292562	BABY STAR	
CORRESPONDENCE DATA			
Fax Number:	(503)417-4250		
Email:	gary@slindenelson.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Gary H. Lau		
Address Line 1:	111 SW Fifth Ave		
Address Line 2:	Suite 1740		
Address Line 4:	Portland, OREGON 97204		
ATTORNEY DOCKET NUMBER:	BABY STAR ASSIGNMENT		
NAME OF SUBMITTER:	Gary H. Lau		
Signature:	/Gary H. Lau/		
Date:	01/03/2012		
Total Attachments: 1 source=Assignment BABY STAR#page1.tif			

OP \$40.00 3292562

## TRADEMARK ASSIGNMENT

BABY XO, INC., an Oregon corporation ("Assignor"), is the owner of the following trademark (the "Mark") registered on the Principal Register of the U.S. Patent and Trademark Office and identified as:

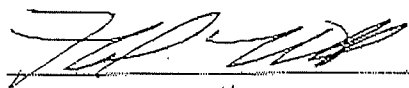
<u>Trademark:</u>	<u>Registration/Serial No.</u>	<u>Registration Date</u>
BABY STAR	3292562	September 18, 2007

For good and valuable consideration, receipt of which is acknowledged, Assignor assigns to BABY XO LICENSING, LLC, an Oregon limited liability company, located at 1801 NW Upshur, Suite 760, Portland, Oregon 97209 ("Assignee"), its entire right, title, and interest in and to the Mark and the referenced federal registration, together with the goodwill of the business symbolized by the Mark and with all rights of action, powers, and benefit to the Mark, due or accrued, including the right to sue for and recover in the Assignee's own name and that of its successors, assigns, and other legal representatives all remedies of every name, including, without limitation, rights to injunctive relief, damages, profits, costs, and attorney fees, arising out of past infringement of the Mark or injury to the related goodwill.

DATED: December 20, 2011.

BABY XO, INC.

BY:

  
Paul Wille, CEO