900213280 01/27/2012

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
Star Baby, LLC		07/01/2011	LIMITED LIABILITY COMPANY:

RECEIVING PARTY DATA

Name:	Baby XO, Inc.	
Street Address:	1801 NW Upshur	
Internal Address:	Suite 760	
City:	Portland	
State/Country:	OREGON	
Postal Code:	97204	
Entity Type:	CORPORATION: OREGON	

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3031732	STAR BABY

CORRESPONDENCE DATA

Fax Number: (503)417-4250

Email: ben@slindenelson.com

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

Mail.

Correspondent Name: Benjamin C. Stoller
Address Line 1: 111 SW Fifth Avenue

Address Line 2: Suite 1740

Address Line 4: Portland, OREGON 97204

NAME OF SUBMITTER:	Gary Lau
Signature:	/Gary Lau/
Date:	01/27/2012

Total Attachments: 1

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TRADEMARK REEL: 004706 FRAME: 0322 OF \$40.00 3031732

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TRADEMARK ASSIGNMENT

Star Baby, LLC, an Oregon limited liability company of Multnomah County, Oregon, USA ("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:

Trademark STAR BABY Registration No. 3031732

Registration/Filing Date December 20, 2005

For good and valuable consideration, receipt of which is acknowledged, Assignor assigns to BABY XO, INC., an Oregon corporation of Multnomah County, Portland, Oregon, USA located at 1801 NW Upshur, Suite 760, Portland, Oregon 97209 ("Assignce"), 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 nature, 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: July ______, 2011.

STAR BABY, LLC

STATE OF OREGON

) ss.)

County of Multnomah

On this day of July, 2011 personally appeared the above named DANA BACH JOHNSON, who is a member of STAR BABY, LLC, an Oregon limited liability company and that said instrument was signed on behalf of said company by authority of its members; and

she acknowledged said instrument to be her voluntary act and deed.

OFFICIAL SEAL KEVIN ELLIOTT PARKS NOTARY PUBLIC-OREGON COMMISSION NO. 453409 MY COMMISSION EXPIRES OCTOBER 26, 2014

Notary Public for Oregon
My Commission Expires: 10/24/14

RECORDED: 01/27/2012