

## 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
Jung-Tsai Chen		07/20/2012	INDIVIDUAL: TAIWAN
RECEIVING PARTY DATA			
Name:	Baby Trend, Inc.		
Street Address:	1567 S. Campus Avenue		
City:	Ontario		
State/Country:	CALIFORNIA		
Postal Code:	91761		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1967532	SIT N' STAND	
CORRESPONDENCE DATA			
Fax Number:	3172371000		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	317-237-8330		
Email:	tmindy@faegrebd.com		
Correspondent Name:	Brad R. Maurer		
Address Line 1:	300 N. Meridian Street		
Address Line 2:	Suite 2700		
Address Line 4:	Indianapolis, INDIANA 46204		
ATTORNEY DOCKET NUMBER:	BTE-T0001 975177-1		
NAME OF SUBMITTER:	Brad R. Maurer		
Signature:	/Brad R. Maurer/		

Date:

08/04/2012

**Total Attachments: 3**

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## TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made by and between Jung-Tsai Chen, an individual residing in Tainan, Taiwan (hereinafter "Assignor"), and Baby Trend, Inc., a California corporation having a place of business at 1567 S. Campus Avenue, Ontario, California (hereinafter "Assignee").

**WHEREAS**, Assignor desires to transfer to Assignee and Assignee desires to accept from Assignor all of Assignor's worldwide right, title and interest in, to and under the common law and registered trademark identified in the attached Schedule 1 ("the "Mark") and the goodwill of Assignor's business which is associated therewith and which is symbolized thereby.

**NOW, THEREFORE**, Assignor, for and in exchange of valuable consideration, the receipt and sufficiency of which is hereby acknowledged, does hereby assign, transfer, grant and convey to Assignee, all of Assignor's worldwide right, title and interest in, to and under the Mark, together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement thereof, whether arising on, prior to or subsequent to the date of this Assignment, and any and all applications, registrations, renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, the same to be held and enjoyed by Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made. Assignor shall execute, acknowledge and deliver to Assignee, at Assignee's request, any and all further documents, papers, affidavits, statements and other instruments, in the format required by Assignee, to confirm Assignee's ownership of all rights pursuant to this Assignment, and shall take all steps to enable and ensure that the goodwill of the business associated with and symbolized by the Mark is transferred under this Agreement. This Assignment shall be binding upon the successors and assigns of the Assignor and inure to the benefit of the successors and assigns of Assignee.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment shall be governed by and construed in accordance with the laws of the State of California without giving effect to the principles of conflicts of laws thereof.

Dated this 20 day of JULY 2012.

ASSIGNOR, Jung-Tsai Chen

Signature: JUNG-TSAI CHEN

By: JUNG-TSAI CHEN  
(printed name)

ASSIGNEE, Baby Trend, Inc.

Signature: [Signature]

By: DENNY TSAI  
(printed name)

In: PRESIDENT  
(title)

## **SCHEDULE 1**

### **Trademarks and Registrations**

<b>Trademark</b>	<b>Country</b>	<b>Registration No.</b>	<b>Registration Date</b>
SIT N' STAND	United States	1,967,532	April 9, 1996