

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
Little Einsteins, LLC	FORMERLY The Baby Einstein Company, LLC	11/05/2013	LIMITED LIABILITY COMPANY: COLORADO

RECEIVING PARTY DATA

Name:	Baby Einstein, LLC
Street Address:	3333 Piedmont Road
Internal Address:	Suite 1800
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30305
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 48

Property Type	Number	Word Mark
Registration Number:	3442275	BABIES LOVE US. PARENTS TRUST US.
Registration Number:	3442277	BABIES LOVE US. PARENTS TRUST US.
Registration Number:	3163004	BABY BACH
Registration Number:	3013563	BABY BEETHOVEN
Registration Number:	2791739	BABY EINSTEIN
Registration Number:	3437711	BABY EINSTEIN
Registration Number:	3432695	BABY EINSTEIN
Registration Number:	3432696	BABY EINSTEIN
Registration Number:	3432697	BABY EINSTEIN
Registration Number:	3535379	BABY EINSTEIN
Registration Number:	3548212	BABY EINSTEIN
Registration Number:	3535380	BABY EINSTEIN
Registration Number:	3437712	BABY EINSTEIN

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Registration Number:	3437713	BABY EINSTEIN
Registration Number:	3437714	BABY EINSTEIN
Registration Number:	3370954	BABY EINSTEIN
Registration Number:	3455875	BABY EINSTEIN
Registration Number:	2380650	BABY EINSTEIN
Registration Number:	2598640	BABY EINSTEIN
Registration Number:	2528127	BABY EINSTEIN
Registration Number:	3291268	
Registration Number:	2952436	
Registration Number:	3409530	
Registration Number:	3366242	
Registration Number:	3294377	
Registration Number:	3245296	
Registration Number:	3029964	
Registration Number:	3056051	
Registration Number:	3060835	BABY GALILEO
Registration Number:	3330490	BABY MACDONALD
Registration Number:	3237912	BABY MACDONALD
Registration Number:	3298751	BABY MONET
Registration Number:	3163005	BABY MOZART
Registration Number:	3194842	BABY NEPTUNE
Registration Number:	2676907	
Registration Number:	3015852	
Registration Number:	3163003	BABY VAN GOGH
Registration Number:	3706958	BABY WORDSWORTH
Registration Number:	2710196	DIGITAL BOARD BOOK
Registration Number:	3218644	DISCOVER & PLAY
Registration Number:	4040905	DISCOVERY KIT
Registration Number:	3811280	WHERE DISCOVERY BEGINS
Registration Number:	3732739	WHERE DISCOVERY BEGINS
Registration Number:	3745419	WHERE DISCOVERY BEGINS
Serial Number:	78368073	BABY DA VINCI
Serial Number:	85466996	BABY EINSTEIN
Serial Number:	85476904	EINSTEIN PALS
Serial Number:	85711594	

**TRADEMARK**

**REEL: 005152 FRAME: 0136**

Fax Number: 7709840098

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

Phone: 7709842300

Email: trademark@gardnergroff.com

Correspondent Name: Michelle E. Kandcer

Address Line 1: 2018 Powers Ferry Road

Address Line 2: Suite 800








Address Line 4: Atlanta, GEORGIA 30339


ATTORNEY DOCKET NUMBER:	2K08.9-240
NAME OF SUBMITTER:	Michelle E. Kandcer
Signature:	/Michelle E. Kandcer/
Date:	11/11/2013
<b>Total Attachments: 6</b> source=SIGNED_Assignment#page1.tif source=SIGNED_Assignment#page2.tif source=SIGNED_Assignment#page3.tif source=SIGNED_Assignment#page4.tif source=SIGNED_Assignment#page5.tif source=SIGNED_Assignment#page6.tif	

**TRADEMARK ASSIGNMENT**

WHEREAS, LITTLE EINSTEINS, LLC F/K/A THE BABY EINSTEIN COMPANY, LLC, a limited liability company organized under the laws of Colorado and whose post-office address is 500 South Buena Vista Street, Burbank, California, 91521, has adopted and used, and is the owner of the following trademarks now registered in the United States Patent and Trademark Office:


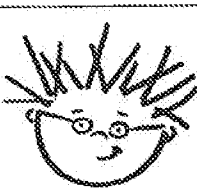
<i>Trademark</i>	<i>Registration No.</i>	<i>Date of Registration</i>
BABIES LOVE US. PARENTS TRUST US.	3442275	03-Jun-2008
BABIES LOVE US. PARENTS TRUST US.	3442277	03-Jun-2008
BABY BACH	3163004	24-Oct-2006
BABY BEETHOVEN	3013563	08-Nov-2005
BABY EINSTEIN	2791739	09-Dec-2003
BABY EINSTEIN	3437711	27-May-2008
BABY EINSTEIN	3432695	20-May-2008
BABY EINSTEIN	3432696	20-May-2008
BABY EINSTEIN	3432697	20-May-2008
BABY EINSTEIN	3535379	18-Nov-2008
BABY EINSTEIN	3548212	16-Dec-2008
BABY EINSTEIN	3535380	18-Nov-2008
BABY EINSTEIN	3437712	27-May-2008
BABY EINSTEIN	3437713	27-May-2008
BABY EINSTEIN	3437714	27-May-2008
BABY EINSTEIN	3370954	15-Jan-2008

<i>Trademark</i>	<i>Registration No.</i>	<i>Date of Registration</i>
BABY EINSTEIN	3455875	24-Jun-2008
	2380650	29-Aug-2000
	2598640	23-Jul-2002
	2528127	08-Jan-2002
	3291268	11-Sep-2007
	2952436	17-May-2005
	3409530	08-Apr-2008
	3366242	08-Jan-2008

<i>Trademark</i>	<i>Registration No.</i>	<i>Date of Registration</i>
	3294377	18-Sep-2007
	3245296	22-May-2007
	3029964	13-Dec-2005
	3056051	31-Jan-2006
BABY GALILEO	3060835	21-Feb-2006
BABY MACDONALD	3330490	06-Nov-2007
BABY MACDONALD	3237912	01-May-2007
BABY MONET	3298751	25-Sep-2007
BABY MOZART	3163005	24-Oct-2006
BABY NEPTUNE	3194842	02-Jan-2007
	2676907	21-Jan-2003

<i>Trademark</i>	<i>Registration No.</i>	<i>Date of Registration</i>
	3015852	15-Nov-2005
BABY VAN GOGH	3163003	24-Oct-2006
BABY WORDSWORTH	3706958	03-Nov-2009
DIGITAL BOARD BOOK (Supplemental Register)	2710196	22-Apr-2003
DISCOVER & PLAY	3218644	13-Mar-2007
DISCOVERY KIT	4040905	18-Oct-2011
WHERE DISCOVERY BEGINS	3811280	29-Jun-2010
WHERE DISCOVERY BEGINS	3732739	29-Dec-2009
WHERE DISCOVERY BEGINS	3745419	02-Feb-2010

AND has had a bona fide intent to use the following trademarks, and has filed applications with the U.S. Patent and Trademark Office on the dates indicated, based on U.S.C. §1051(b), to register the trademarks:

<i>Trademark</i>	<i>Serial Number</i>	<i>Filing Date</i>
BABY DA VINCI	78/368,073	13-Feb-2004
	85/466,996	08-Nov-2011
EINSTEIN PALS	85/476,904	18-Nov-2011
	85/711,594	23-Aug-2012

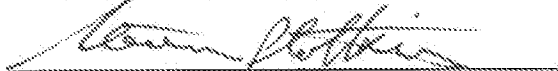
AND WHEREAS, by an agreement dated September 13, 2013, ASSIGNOR had previously transferred all rights, title, and interest in and said trademarks to BABY EINSTEIN, LLC, a corporation organized under the laws of Delaware and whose post-office address is 3333 Piedmont Road, Suite 1800, Atlanta, Georgia 30305, hereinafter "ASSIGNEE", and ASSIGNEE is desirous of confirming the prior acquisition and, to the extent the prior transfer was ineffective or incomplete, hereby acquiring all rights, title and interest in and to said trademarks from ASSIGNOR;

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00), and for other good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby confirm and ratify the prior transfer of, and to the extent the prior transfer was ineffective or incomplete, does hereby assign, sell, and transfer unto ASSIGNEE all rights, title and interest in and to said trademarks, said registrations, and said applications, including the right to sue and collect damages and seek any available other remedies at law or in equity in respect of any infringement, dilution or the like of said trademarks, registrations or applications, that may have occurred before the date of this assignment, together with the goodwill associated therewith, and that portion of the business symbolized by said trademarks and the registrations and applications therefor.

IN WITNESS WHEREOF, ASSIGNOR has caused this instrument to be executed by its duly authorized officer on this 5 day of November, 2013.

LITTLE EINSTEINS, LLC F/K/A THE BABY  
EINSTEIN COMPANY, LLC

By:



Name: Steven Plotkin  
Title: Vice President



**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**  
**CIVIL CODE § 1189**

State of California

County of Los Angeles

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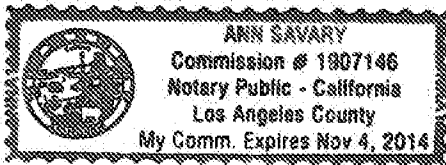
Ann Savary - Notary Public

On November 05, 2013 before me,  
Date

Here Insert Name and Title of the Officer

personally appeared

Steven A. Plotkin  
Name(s) of Signer(s)



Place Notary Seal Above

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies); and that by his/her/their signature(s) on the instrument the person(s); or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal

Signature:

Ann Savary  
Signature of Notary Public

**OPTIONAL**

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

**Description of Attached Document**

Title or Type of Document: Trademark Assignment Document Date: 11/5/13

Number of Pages: 5 Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer(s)**

Signer's Name: \_\_\_\_\_

- Corporate Officer — Title(s): \_\_\_\_\_
- Partner —  Limited  General
- Individual  Attorney in Fact
- Trustee  Guardian or Conservator
- Other: \_\_\_\_\_

Signer's Name: \_\_\_\_\_

- Corporate Officer — Title(s): \_\_\_\_\_
- Partner —  Limited  General
- Individual  Attorney in Fact
- Trustee  Guardian or Conservator
- Other: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_