

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM570183

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kids2, Inc. formerly known as Kids II, Inc.		03/31/2020	Corporation: GEORGIA
Baby Einstein, LLC		03/31/2020	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Regions Bank, as Administrative Agent		
Street Address:	1180 West Peachtree Street NW		
Internal Address:	Suite 1000		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30309		
Entity Type:	an Alabama bank: ALABAMA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	88721555	KIDS2 WINVENTION FACTORY	
Serial Number:	88141802	YOUR GO2 FOR UP TO AGE 2	
Serial Number:	88188448	EINSTEIN EXPLORERS	
Serial Number:	87957061	KIDS2	
Serial Number:	88780101	EINSTEIN	
Serial Number:	88721533	THE EINSTEIN WAY	
CORRESPONDENCE DATA			
Fax Number:	4045228409		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4044205527		
Email:	rjk@phrd.com		
Correspondent Name:	Rhonda J. Kenyeri, Paralegal		
Address Line 1:	303 Peachtree Street, Suite 3600		
Address Line 4:	Atlanta, GEORGIA 30308		
NAME OF SUBMITTER:	Jonathan Bush		

CH \$165.00 88721555

SIGNATURE:	/JEB/
DATE SIGNED:	04/02/2020
Total Attachments: 2 source=Notice of Grant of Security Interest in Trademarks#page1.tif source=Notice of Grant of Security Interest in Trademarks#page2.tif	

NOTICE OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

March 31, 2020

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Pledge and Security Agreement dated as of December 10, 2013 (as the same may be amended, modified, extended or restated from time to time, the "Security Agreement") by and among the Grantors party thereto (each a "Grantor" and collectively, the "Grantors") and Regions Bank, as Administrative Agent (the "Administrative Agent") for the holders of the Secured Obligations referenced therein, the undersigned Grantor has granted a continuing security interest in and continuing lien upon the trademarks and trademark applications on Schedule 1 to the Administrative Agent for the ratable benefit of the holders of the Secured Obligations.

The undersigned Grantor and the Administrative Agent, on behalf of the holders of the Secured Obligations, hereby acknowledge and agree that the security interest in the trademarks and trademark applications on Schedule 1 hereto (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

KIDSZ, INC., formerly known as Kids II, Inc.

By: [Signature]
Name: RYAN T. CUNNINGHAM
Title: CEO

BABY EINSTEIN, LLC


By: [Signature]
Name: RYAN T. CUNNINGHAM
Title: CEO

Acknowledged and Accepted:

REGIONS BANK, as Administrative Agent

By: [Signature]
Name: Tim McCarthy
Title: Senior Vice President

SCHEDULE I

<u>Owner</u>	<u>Trademark</u>	<u>Serial Number</u>	<u>File Date</u>
Kids2, Inc.	KIDS2 WINVENTION FACTORY	88721555	December 10, 2019
Kids2, Inc.	YOUR GO2 FOR UP TO AGE 2	88141802	October 3, 2018
Kids II, Inc.	EINSTEIN EXPLORERS	88188448	November 9, 2018
Kids II, Inc.	KIDS2	87957061	June 11, 2018
Baby Einstein, LLC	 Einstein	88780101	January 31, 2020
Baby Einstein, LLC	THE EINSTEIN WAY	88721533	December 10, 2019