

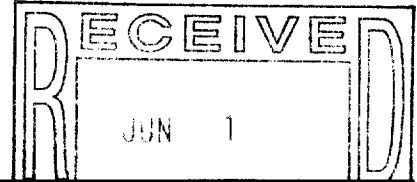
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06-04-1999



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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY



TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID # \_\_\_\_\_
- Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

Conveyance Type

- Assignment
- License
- Security Agreement
- Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year  
12/31/98
- Merger
- Change of Name
- Other \_\_\_\_\_

Conveying Party

Mark if additional names of conveying parties attached

Name TIME INC. VENTURES Execution Date  
Month Day Year  
5/25/99

Formerly \_\_\_\_\_

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other \_\_\_\_\_
- Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

Name The Parenting Group Inc.

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 1325 Avenue of the Americas

Address (line 2) \_\_\_\_\_

Address (line 3) New York New York 10019  
City State/Country Zip Code

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other \_\_\_\_\_

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Citizenship/State of Incorporation/Organization Delaware

06/04/1999 DNGUYEN 00000072 201112 1870507

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Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Robert T. Scherer



May 25, 1999

Name of Person Signing

Signature

Date Signed

TRADEMARK ASSIGNMENT

This Assignment is made this 25<sup>th</sup> day of May, 1999, and effective as of the date below, by and between Time Inc. Ventures (a Delaware corporation) ("Assignor"), and The Parenting Group Inc. (a Delaware corporation) ("Assignee").

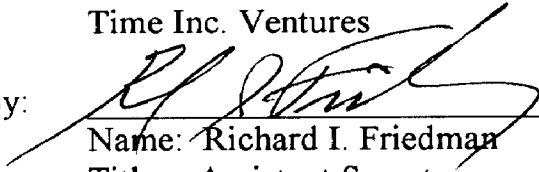
WHEREAS, Assignor is the owner of the following trademark and registration therefor in the United States Patent and Trademark Office: (the "Trademark"):

<u>Mark:</u>	<u>Registration No.</u>	<u>Registration Date</u>
READY FOR BABY	1,870,507	December 27, 1994

WHEREAS, Assignee is desirous of acquiring the Trademark and the registration therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all its right, title and interest in and to the Trademark and registration therefor, together with the goodwill of the business symbolized by the Trademark, the portion of the business to which the Trademark relates and the right to sue for past infringement.


This assignment is effective as of December 31, 1998.

Time Inc. Ventures  
 By:   
 Name: Richard I. Friedman  
 Title: Assistant Secretary

Dated: May 25, 1999

State of New York )  
 : ss.:  
 County of New York )

On the 25th day of May, 1999 before me personally came Richard I. Friedman, to me known, who, being by me duly sworn, did depose and say that he is the individual described in and which executed the above instrument; and that he has the authority to execute such instrument.

  
 Notary Public  
 ROBIN L. RABIE  
 Notary Public, State of New York  
 No. 30-4974088  
 Qualified in Nassau County  
 Certified in New York County  
 Commission Expires November 5, 19 2000