

9-16-02



102222727

TO THE ASSISTANT COMMISSIONER OF PATENT AND TRADEMARK OFFICE

attached original documents or copy thereof.

1. Name of conveying party(ies): (If multiple assignors, list numerically)

Me & My Big Ideas, LLC

- Individual
- Association
- General Partnership
- Limited Partnership
- Corporation
- Other: California limited liability company

Additional name(s) of conveying party(ies) attached?
 Yes No

2. Name and address of receiving party(ies):

Name: Me & My Big Ideas, Inc.
Address: 30152 Esperanza Parkway
City: Rancho Santa Margarita State: CA ZIP: 92688

- Individual
- Association
- General Partnership
- Limited Partnership
- Corporation - State: California
- Other:

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from Assignment)
Additional name(s) and address(es) attached?
 Yes No

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other:

Execution Date: (If multiple assignors, list execution dates in numerical order corresponding to numbers indicated in 1 above) September 11, 2002

4. Application number(s) or registration number(s):

a. Trademark Application No(s):

b. Trademark Registration Nos:
2,540,477
2,540,478

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Diane M. Reed
KNOBBE, MARTENS, OLSON & BEAR, LLP
Customer No. 20,995

Internal Address: Fourteenth Floor
Street Address: 2040 Main Street
City: Irvine State: CA ZIP: 92614
Attorney's Docket No.: BIGIDEA.002T/003T

7. Total fee (37 CFR 1.21(h)): \$65

- Enclosed
- Authorized to be charged to deposit account.

8. Deposit account number: 11-1410

Please charge this account for any additional fees which may be required, or credit any overpayment to this account.

6. Total number of registrations involved: 2

9. 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.

Diane M. Reed
Name of Person Signing

Signature

9/11/02
Date

Total number of pages including cover sheet, attachments and document: 3

Mail documents to be recorded with required cover sheet information to:

09/16/2002 TDIAZ1 00000217 2540477

01 FC:481
02 FC:482

40.00 OP
25.00 OP

U.S. Patent and Trademark Office
Attn: Assignment Division
Crystal Gateway-4
1213 Jefferson Davis Highway, Suite 320
Arlington, VA 22202

BIGIDEA.002T/003T/027GEN

TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the seventeenth day of December, 2001, by and between Me & My Big Ideas, LLC, a California limited liability company having a place of business at 30152 Esperanza Parkway, Rancho Santa Margarita, California 92688 (hereinafter referred to as "ASSIGNOR"), and Me & My Big Ideas, Inc., a California corporation having a place of business at 30152 Esperanza Parkway, Rancho Santa Margarita, California 92688 (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR adopted, used, and owned all rights in certain trademarks used in connection with its business operating as Me & My Big Ideas, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter collectively referred to as "Trademarks") worldwide;

WHEREAS, ASSIGNOR acquired goodwill associated with and symbolized by said Trademarks and did not abandon the same;

WHEREAS, ASSIGNOR filed trademark applications relating to the Trademarks which applications have matured into registrations (hereinafter collectively referred to as "Registration");

WHEREAS, ASSIGNOR has transferred to ASSIGNEE all of its assets in the business, including the portion of the business to which the Trademarks and Registrations pertain, including all rights, title, and interest as ASSIGNOR may possess in and to the Trademarks and Registrations, and the parties agreed to confirm such transfer in this recordable document.

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby confirms that it has assigned and sold to ASSIGNEE all right, title, and interest as ASSIGNOR possessed in and to the following:

- (1) the Trademarks set forth in Schedule A; and
- (2) the Registrations set forth in Schedule B;
- (3) the portion of the business to which the Trademarks and Registrations pertain;

together with the goodwill symbolized by the Trademarks and Registrations, concurrent with the transfer of certain tangible assets as indicia of said goodwill.

Executed at Rancho Santa Margarita, California, this 11 day of Sept., 2002.

ME & MY BIG IDEAS, LLC

a California limited liability company having a place of business at 30152 Esperanza Parkway, Rancho Santa Margarita, California 92688

By: Terri Gick
Terri Gick
President

F. J. B. S. I. T. O. N.

AUG. 22. 2002 2:54PM KNORR MARKLENS

TRADEMARK
REEL: 2581 FRAME: 0924

SCHEDULES TO TRADEMARK ASSIGNMENT

SCHEDULE A

Marks: ME & MY BIG IDEAS

SCHEDULE B

Federal Trademark Registrations:

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>INTL. CLASS</u>
ME & MY BIG IDEAS	2540477	February 19, 2002	16
ME & MY BIG IDEAS and Design	2540478	February 19, 2002	16

INDOCUMENT:3444 DOC
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