

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Michelle Darne		01/16/2007	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Elite Sports Limited		
Street Address:	57-63 Line Wall Road		
Internal Address:	c/o Line Management Services Limited		
City:	Gibraltar		
State/Country:	GIBRALTAR		
Entity Type:	COMPANY: GIBRALTAR		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2740168	AND BABY	
Registration Number:	2755744	AND BABYMAG.COM	
CORRESPONDENCE DATA			
Fax Number:	(310)712-8460		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310 788-4495		
Email:	francie.gorowitz@kattenlaw.com		
Correspondent Name:	Francie R. Gorowitz		
Address Line 1:	2029 Century Park East		
Address Line 2:	Suite 2600		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	335317-1		
DOMESTIC REPRESENTATIVE			
Name:	Francie R. Gorowitz		

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Address Line 1: 2029 Century Park East
Address Line 2: Katten Muchin Rosenman LLP, Suite 2600
Address Line 4: Los Angeles, CALIFORNIA 90067

NAME OF SUBMITTER:	Francie R. Gorowitz
Signature:	/Francie R. Gorowitz/
Date:	01/19/2007
Total Attachments: 1 source=AND BABY Assignment#page1.tif	

ASSIGNMENT OF TRADEMARK REGISTRATIONS

WHEREAS, Michelle Darné, with an address at 499 Van Brunt Street, Brooklyn, New York 11231 is the owner of:

United States Reg. No. 2740168 for the mark AND BABY and

United States Reg. No. 2755744 for the mark ANDEABYMAG.COM; and

WHEREAS, Elite Sports Limited, a company organized and existing under the laws of Gibraltar, whose address is c/o Line Management Service Limited, 57-63 Line Wall Road Gibraltar is desirous of acquiring all right, title, and interest in and to the trademarks and the registrations therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Michelle Darné hereby assigns to Elite Sports Limited all right title and interest in and to said marks and the registrations therefor, together with the goodwill connected with the use of and symbolized by the said trademarks.


Michelle Darné