

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
A.D. Sutton & Sons, Inc.		02/14/2008	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Wal-Mart Stores, Inc.		
Street Address:	702 S.W. 8th St.		
City:	Bentonville		
State/Country:	ARKANSAS		
Postal Code:	72716-0520		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1570950	BABY CONNECTION	
CORRESPONDENCE DATA			
Fax Number:	(479)277-5889		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	479-273-4505		
Email:	ustm@walmartlegal.com		
Correspondent Name:	Colette Durst-Barkey		
Address Line 1:	702 S.W. 8th St.		
Address Line 4:	Bentonville, ARKANSAS 72716-0520		
NAME OF SUBMITTER:	Colette Durst-Barkey		
Signature:	/cdb/		
Date:	02/18/2008		

OP \$40.00 1570950

Total Attachments: 2
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TRADEMARK ASSIGNMENT

This Assignment is made on this 14th day of February 2008, by A.D. Sutton & Sons, Inc., a New York corporation, having a place of business at 10 West 33rd Street, New York, New York 10001 ("Assignor"), to and in favor of Wal-Mart Stores, Inc., a Delaware corporation, having a place of business at 702 S.W. 8th Street, Bentonville, Arkansas, 72716-0520 ("Assignee").

WITNESSETH THAT:

WHEREAS, the ASSIGNOR is the owner of all right, title and interest in and to the trademark application listed in attached Schedule A (the "Trademark"); and

WHEREAS, the ASSIGNEE wishes to acquire from the ASSIGNOR all right, title and interest in and to the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee, all of its right, title and interest in and to the Trademark, together with the goodwill of the business appurtenant to and symbolized by the Trademark and including, without limitation, all common law rights in and to the Trademark and the right to sue and recover for, and the right to profits or damages due or accrued or arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Trademark, to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made.

A.D. SUTTON & SONS, INC.

Dated: 2/14/08, 2008

By Paul A Sutton

Name:

Title:

President

SCHEDULE A

Trademark

Reg. No.

BABY CONNECTION

1570950