

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM440892

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Brainy Baby Company, LLC		08/09/2017	Limited Liability Company: GEORGIA
RECEIVING PARTY DATA			
Name:	Small Fry Beginnings, LLC		
Street Address:	78 Dawson Village Way N.		
Internal Address:	Suite #140-212		
City:	Dawsonville		
State/Country:	GEORGIA		
Postal Code:	30534		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2148179	BABY'S FIRST IMPRESSIONS	
Registration Number:	2419966	BABY'S FIRST IMPRESSIONS VIDEO ENCYCLOPE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	5023457894		
Email:	suzi@hixonlaw.com		
Correspondent Name:	Suzan Hixon		
Address Line 1:	8381 West Hal Rogers PKWY		
Address Line 4:	London, KENTUCKY 40741		
ATTORNEY DOCKET NUMBER:	00928-FEDORUK		
NAME OF SUBMITTER:	Suzan Hixon		
SIGNATURE:	/Suzan Hixon/		
DATE SIGNED:	08/28/2017		
Total Attachments: 2			
source=Trademark_Assignment_from_The_Brainy_Baby_Company__LLC_to_Small_Fry-dennis_brainybaby.com (1) copy#page1.tif			

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(1) copy#page2.tif

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") made this 9th day of August 2017 by and between The Brainy Baby Company, LLC, a Georgia Limited Liability Company having a business address at 460 Brogdon Road, Suite 400, Suwanee, Georgia 30024 ("Assignor") and Small Fry Beginnings, LLC, a Delaware Limited Liability Company having a business address at 78 Dawson Village Way N., Suite #140-212, Dawsonville, Georgia 30534 ("Assignee").

WITNESSETH

WHEREAS, Assignor is the owner of all right, title and interest in and to the various Trademarks and United States Trademark Registrations set forth in **Exhibit A** attached hereto (collectively, the "Marks"); and

WHEREAS, Assignor has agreed to assign all rights in and to the Marks to Assignee, and Assignee has agreed to acquire all rights in and to the Marks, including any and all common law rights in and to the Marks.

NOW, THEREFORE, for one dollar (\$1.00 US Dollar) and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, all right, title and interest throughout the world, in and to the Marks, together with all of the goodwill of the business symbolized by the Marks, and together with the right to recover damages and profits and all other remedies for past and future infringements thereof.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be duly executed as of the date first written above.

ASSIGNOR
THE BRAINY BABY COMPANY, LLC

By: Dennis Fedoruk
Name: Dennis Fedoruk
Title: President

ASSIGNEE
SMALL FRY BEGINNINGS, LLC

By: Dennis Fedoruk
Name: Dennis Fedoruk
Title: CEO

EXHIBIT A

United States Trademark Registrations

Trademark	Reg. Date	Reg. No.
BABY'S FIRST IMPRESSIONS (word mark)	3/20/1996	2,148,179
BABY'S FIRST IMPRESSIONS VIDEO ENCYCLOPEDIA (word mark)	3/17/1999	2,419,966