ESTTA Tracking number: **ESTTA239036**

Filing date: **09/25/2008**

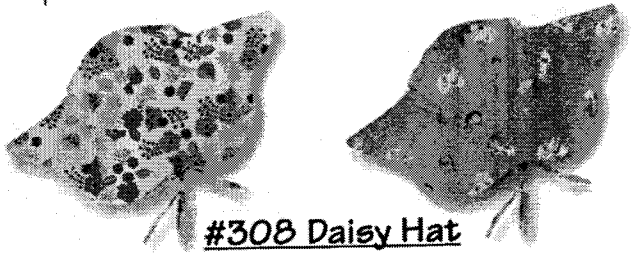
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92048260
Party	Plaintiff i play. inc.
Correspondence Address	Steven C. Schnedler Carter & Schnedler, P.A. P.O. Box 2985 Asheville, NC 28802 UNITED STATES schnedler@ashevillepatent.com
Submission	Testimony For Plaintiff
Filer's Name	Steven C. Schnedler
Filer's e-mail	schnedler@ashevillepatent.com
Signature	/Steven C. Schnedler/
Date	09/25/2008
Attachments	Exhibit 15B.pdf (9 pages)(6525515 bytes)

Sunshield™ Sun Protective Wear for Infants & Toddlers

Since babies have thinner skin that is more vulnerable to sunburn than adult skin, special care must be taken to ensure that it's well protected from the sun. Babies also have sensitive eyes that should be protected from harmful UVA and UVB rays. i play.®'s Sunshield™ line of Sun Protective Wear for infants features:

- Sunsuits and Swimwear made from specially treated fabric with a UV Protection Factor of 50+
- Sunglasses that meet US and International standards and provide 100% UVA and UVB protection



#308 Daisy Hat

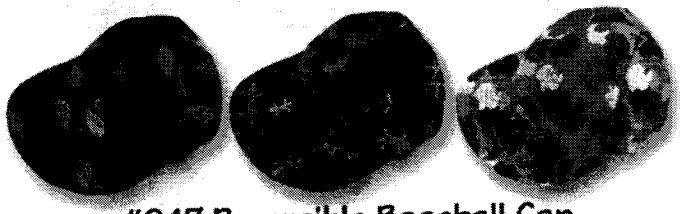
Daisy styling sure to be a little girl's favorite hat! UPF 50+ sun protective fabric. Lightweight and water-resistant too!

Color: Assorted mixed prints **Min: 3 assorted pieces per size**
Size: Newborn, Infant, Toddler **Price: $5.25**

#302 Bucket Hat

One of our newest hat designs! UPF 50+ sun protective fabric. Lightweight and water-resistant too!

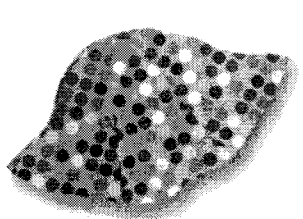
Color: Assorted mixed prints **Min: 3 assorted pieces per size**
Size: Newborn, Infant, Toddler **Price: $5.25**



#247 Reversible Baseball Cap

Reversible cap with colorful print on one side and solid nylon reversible lining on the other. Made from water-resistant UPF 50+ nylon that provides great sun protection.

Color: Assorted prints **Min: 6 assorted pieces per size**
Size: Newborn, Infant, Toddler **Price: $5.00**



#306 Tulip Hat

Tulip shape hat with UPF 50+ sun protective fabric. Lightweight and water-resistant too!

Color: Assorted mixed prints **Min: 3 assorted pieces per size**
Size: Newborn, Infant, Toddler **Price: $5.25**

#249 Eyelet Brim Hat

Special sun protective fabric and wide brim offer excellent sun protection. Cotton eyelet.

Color: White, Pink **Min: 3 pieces per size per color**
Size: Newborn, Infant, Toddler **Price: $5.25**

#238 Solid Brim Hat

New design! Special sun protective fabric and wider brim offer excellent sun protection. Ties under chin. Lightweight, water-resistant UPF 50+ nylon.

Color: Assorted solid colors **Min: 3 pieces per size per color or 12 assorted pieces**
Size: Newborn, Infant, Toddler **Price: $5.25-3 pieces per size per color $5.00-12 assorted pieces**
Just Born (available in Lt. Pink, Lt. Blue, and White only)

#250 Solid Sunhat

Sun protective fabric, baseball cap brim, and longer neck flap provide great sun protection. Water-resistant UPF 50+ nylon. Ties under chin.

Color: Assorted solid colors **Min: 3 pieces per size per color or 12 assorted pieces**
Size: Newborn, Infant, Toddler **Price: $5.25-3 pieces per size per color $5.00-12 assorted pieces**
Just Born (available in Lt. Pink, Lt. Blue, and White only)

Refer to Page 2 for Size Chart

#303 Assorted Two-Piece Sunsuit

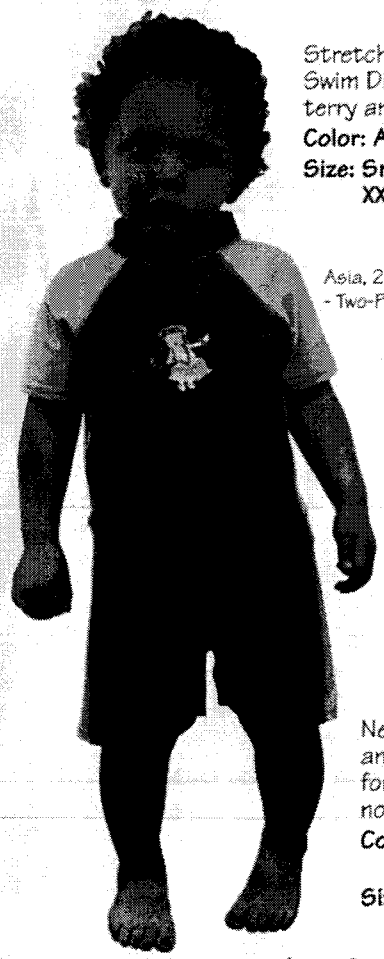
Stretchy Sunsuit with pullover top and pull-up shorts with an Ultimate Swim Diaper built in. UPF 50+ Nylon/Spandex with super absorbent terry and wick-away lining. May include designs not shown.

Color: Assorted designs
Size: Small, Medium, Large, X-Large, XX-Large
Min: 4 assorted pieces
Price: $12.50

#263 Rash Guard

Sun protective UPF 50+ Rash Guard provides stylish sun protection both in and out of the water. New! Updated stretchy water-friendly Nylon/Spandex in new updated fit.

Color: Assorted colors
Size: Small, Medium, Large, X-Large, XX-Large, 4T
Min: 6 assorted pieces per size
Price: $6.50



Asia, 2 Years
- Two-Piece Sunsuit

#305 Swim Socks

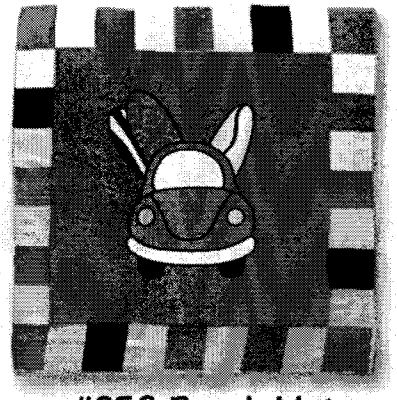
New design! Soft, water-friendly booties protect feet and prevent slipping. New padding added to the sole for comfort and support. Nylon/Spandex upper with non-skid soles. May include designs not shown.

Color: Assorted Pick Your Print designs
Size: Small, Medium, Large
Min: 4 assorted pieces per size
Price: $3.00

#301 One-Piece Sunsuit

New design! Updated One-Piece Sunsuit provides great sun protection. UPF 50+ Nylon/Spandex.

Color: Assorted designs
Size: Small, Medium, Large, X-Large, XX-Large
Min: 4 assorted pieces per size
Price: $10.00



#258 Beach Mat

35" x 37" Beach Mat with a fun Surfer's Dream design. Absorbent terry with waterproof, non-slip backing to keep mat in place.

Color: Surfer's Dream design **Min: 3 pieces**
Size: 35" x 37" **Price: $6.50**

#259 Poncho Towel

Velour terry inner poncho has loose design for drying off baby after a visit to the pool or beach. Helps cover from the sun with an easy on or off hood.

Color: Pink Stripe, Blue Stripe **Min: 2 pieces per color**
Size: One Size **Price: $8.00**

#268 White Hoodie

Short-sleeved hooded terry pullover with pocket and appliqué makes a cute cover-up to match i play.® Swimwear. Cotton poly terry.

Color: White assorted designs **Min: 2 assorted pieces per size**
Size: Small/Medium, Large/X-Large, XX-Large **Price: $5.50**

#273 Tunic

Tunic made from embroidered fabric is fantastic for covering baby's swim wear. Loose fit for comfort and easy on and off.

Color: White Eyelet **Min: 3 pieces per size**
Size: Small/Medium, Large/X-Large, XX-Large **Price: $5.00**

#256 White Eyelet Hoodie

Short-sleeved hooded terry pullover with pocket makes a cute cover-up to match i play.® Swimwear. Cotton poly terry.

Color: White Eyelet **Min: 3 pieces per size**
Size: Small/Medium, Large/X-Large, XX-Large **Price: $6.00**

#255 Assorted Hoodie

Short-sleeved , UPF 50+, hooded terry pullover with pocket and appliqué makes a cute cover-up to match i play.® Swimwear. Cotton poly terry. May include designs not shown.

Color: Assorted designs **Min: 4 assorted pieces per size**
Size: Small/Medium, Large/X-Large, XX-Large **Price: $5.50**

extraordinary i play. baby wear

Refer to Page 2 for Size Chart

Feeding

i play.® Bibs

Mary Grace, Favorite Food Bib

All our Bibs and Bottles are PVC Free & Bisphenol Free

Feeding is an important part of a baby's development, and the right Bib can be a valuable tool to make the challenges of feeding easier. For over 25 years, i play.® has been developing Bibs to meet the needs of babies as they grow and develop through infancy.

From absorbent infant Bibs to easy wipe-off waterproof Bibs for toddlers, i play.® offers Bibs with features to match baby's development at every age and stage. Use the i play.® Bib stages chart as your guide to choose the right Bibs to give baby the best possible care and make feeding time fun!

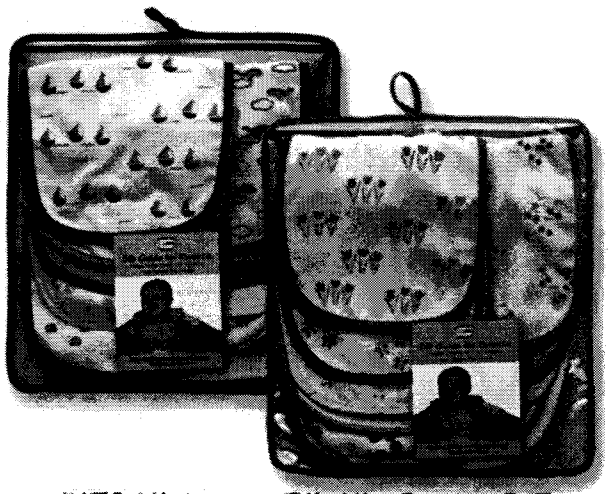
Stage	Ages	What Happens	Bibs Needed
Stage 1	**Birth–3 months**	Milk, drips, leaks	Absorbent, small, simple, basic
Stage 2	**3–6 months**	Teething, lots of dribble, lots of drool, spit-up	Absorbent, lots of Bibs, cute, sweet
Stage 3	**6–12 months**	Solid foods with a spoon, controlled mess, chewing, exploring	Waterproof backing, pullover Bibs, easy on and off, bright colors
Stage 4	**12–24 months**	Self-feeding, exploring, very messy	Easy to wipe and clean, waterproof, more coverage, fun colors, developmental designs

#172 Ultimate Bib Kit

The must-have Bib kit for babies of all ages and stages. Complete multi-pack of Bibs available in Stage 1, Stage 2-3, or Stage 4 sets. Each kit also includes our exclusive Bib Guide with valuable information to help parents understand the unique needs of babies as they grow through the stages of feeding development. Terry, coated polyester, and EVA in assorted PVC-free designs.

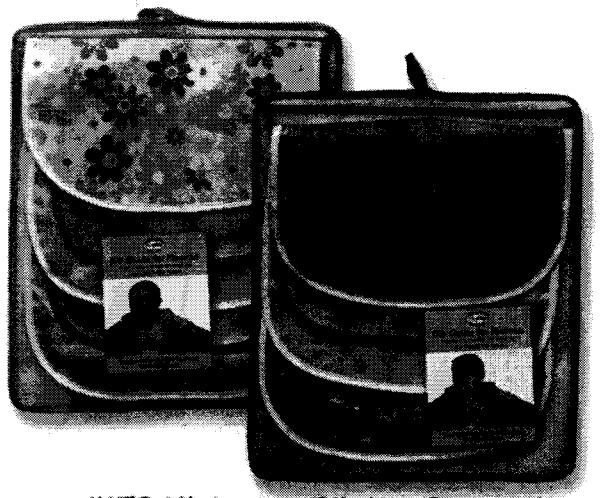
#172 Ultimate Bib Kit Stage 1

Color: Assorted Girls' or Boys' designs
Min: 6 pieces per 5 packs design
Size: Stage 1
Price: $7.00



#172 Ultimate Bib Kit Stage 2-3

Color: Assorted Girls' or Boys' designs
Min: 6 pieces per 5 packs design
Size: Stages 2-3
Price: $7.50



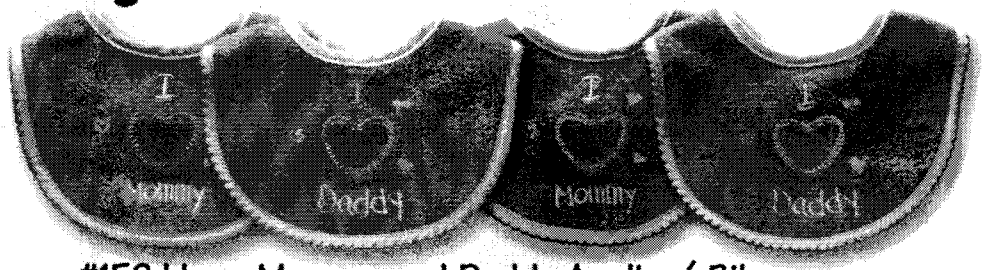
#172 Ultimate Bib Kit Stage 4

Color: Assorted Girls' or Boys' designs
Min: 6 pieces per 5 packs design
Size: Stage 4
Price: $8.00

i play.® (800) 876-1574 • (828) 254-9236 www.iplaybabywear.com

Please Order in Multiples of Minimum Quantities

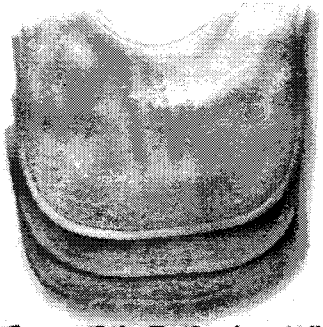
Stage 1 Bibs



#152 I Love Mommy and Daddy Appliqué Bib

Soft and absorbent terry Bib for newborns. Velcro closure, absorbent terry.

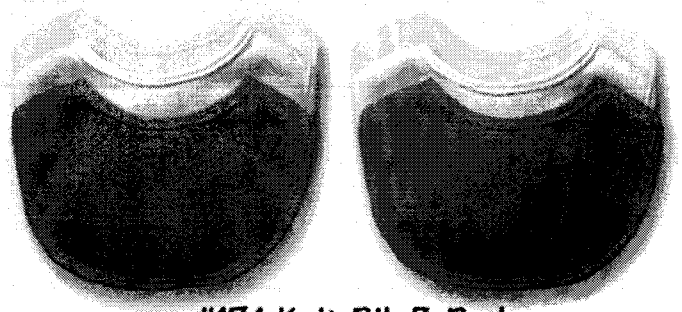
Color: Assorted Pink, Blue designs **Min: 12 assorted pieces**
Size: Stage 1 **Price: $2.00**



#133 Terry Bib 3-Pack—White

Soft and absorbent terry Bibs for newborns. Velcro closure, absorbent terry.

Color: White **Min: 12 per 3-packs**
Size: Stage 1 **Price: $2.50**



#174 Knit Bib 3-Pack

Soft and absorbent knit Bibs for newborns. Velcro closure, cotton knit.

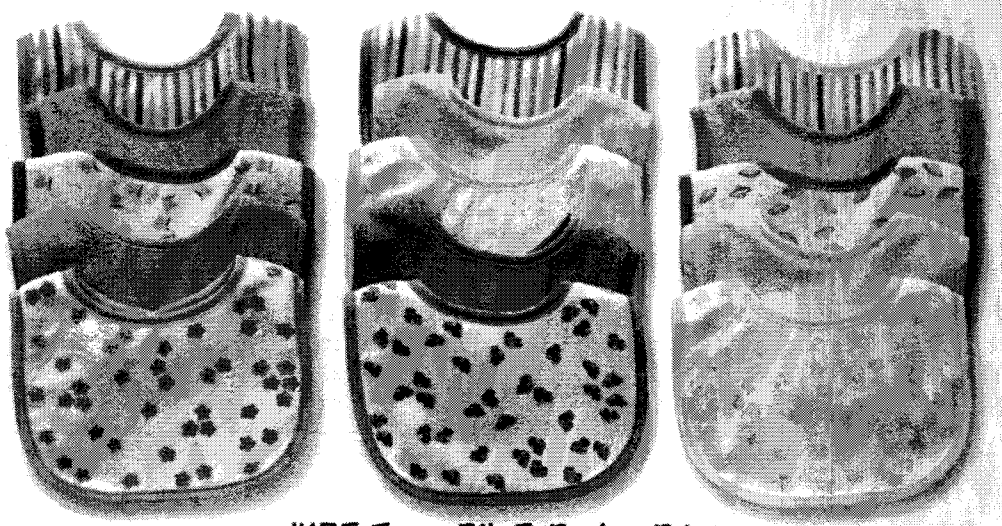
Color: Assorted Girls', Boys' **Min: 12 assorted 3-packs**
Size: Stage 1 **Price: $2.50**

extraordinary i play. baby wear

i play.® PVC-free Bibs

- PVC (PolyVinyl Chloride) is a plastic that requires toxic chemicals to make it stable and soft for use in many baby items. Over time, these chemicals can be released to the surface of the plastic.
- Babies develop by exploring through their senses and putting everything in their mouths. Keeping PVC products from the reach of children minimizes their risk of chemical ingestion.

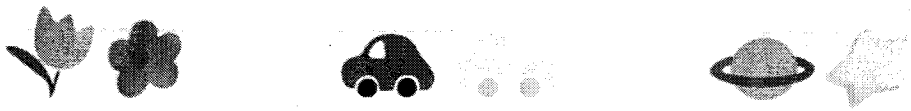
i play.® works continually to improve our products for children's health and safety. All of our Bibs have been PVC-free since 2002.



#135 Terry Bib 5-Pack—Print

Absorbent terry with waterproof backing Bib for newborns in a colorful print multi-pack. Velcro closure, absorbent terry with coated poly backing.

Color: Assorted Girls, Boys, Unisex **Min: 12 assorted 5-packs**
Size: Stage 1 **Price: $4.50**



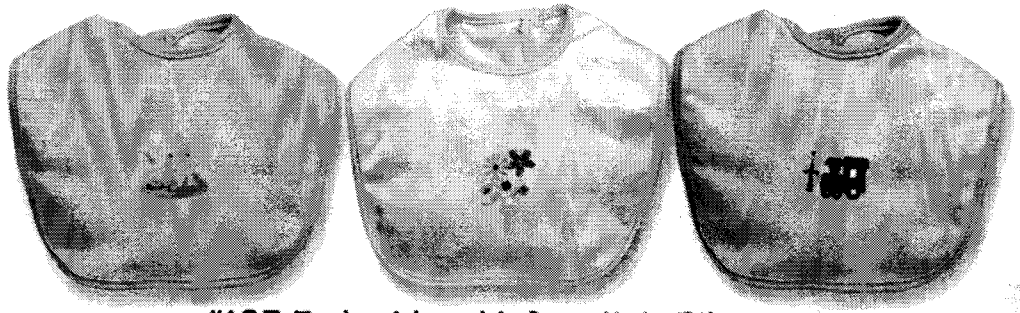
Stage 1-2 Bibs

Hayley, 6 Months - Fruiti & Veggi Bib

#102 Embroidered Newborn Knit Bib

Soft and absorbent Knit Bib with embroidery for newborns. Velcro closure, cotton knit

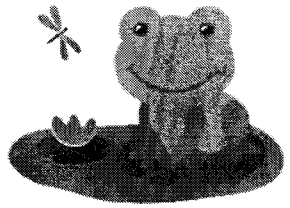
Color: Assorted designs **Min: 12 assorted pieces**
Size: Stage 1 **Price: $2.00**

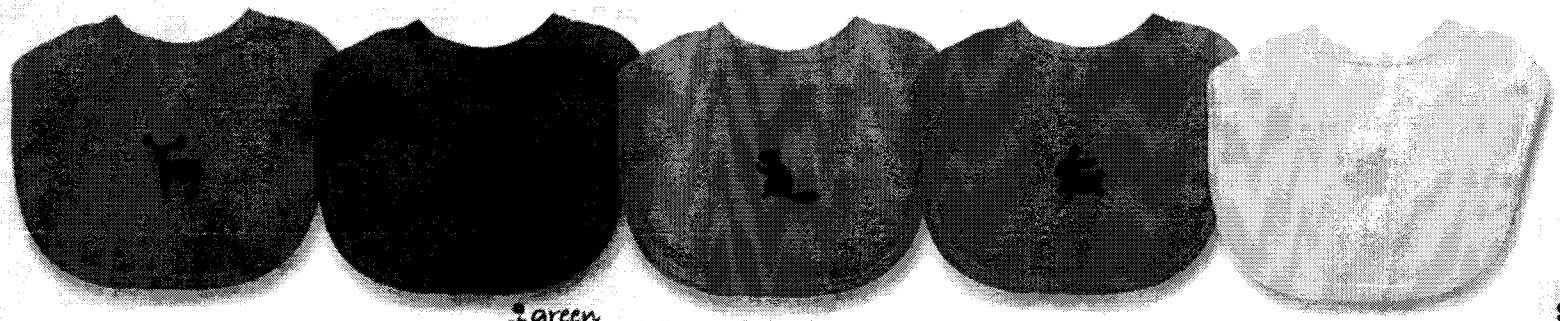


#183 Embroidered Infant Knit Bib

Soft and absorbent Knit Bib with embroidery for infants. Velcro closure, cotton knit.

Color: Assorted designs **Min: 12 assorted pieces**
Size: Stage 2 **Price: $2.50**





green sprouts™ #809 Organic Knit Bib

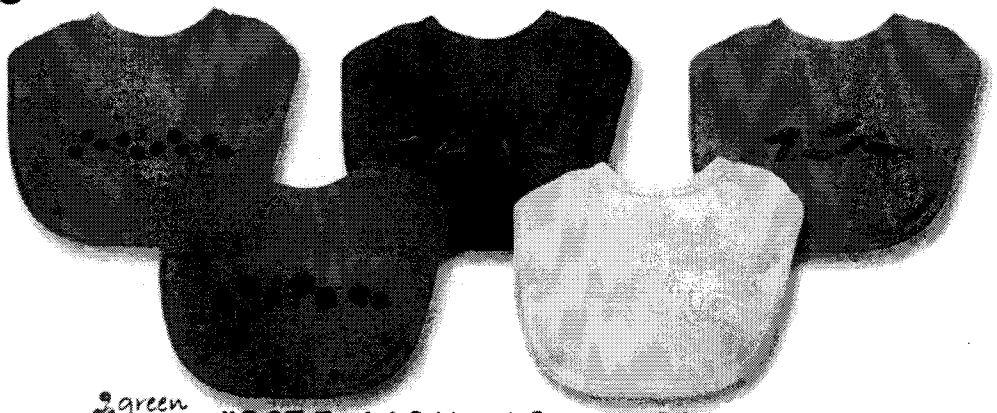
Basic Knit Bib is soft and absorbent. Forest Friends embroidery. 100% organic cotton knit.

Color: Assorted designs **Min: 2 piece per color**
Size: Stage 2 **Price: $4.00**

Bib Stage Chart

Stage	Ages
Stage 1	Birth–3 months
Stage 2	3–6 months
Stage 3	6–12 months
Stage 4	12–24 months

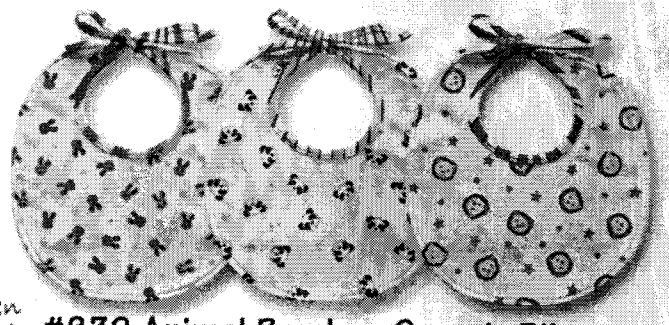
Stage 2-3 Bibs



green sprouts **#807 Fruiti & Veggi Organic Bib**

Organic cotton knit, embroidered Fruiti and Veggi design. Velcro closure. Coordinates with our Fruiti and Veggi Organic apparel.

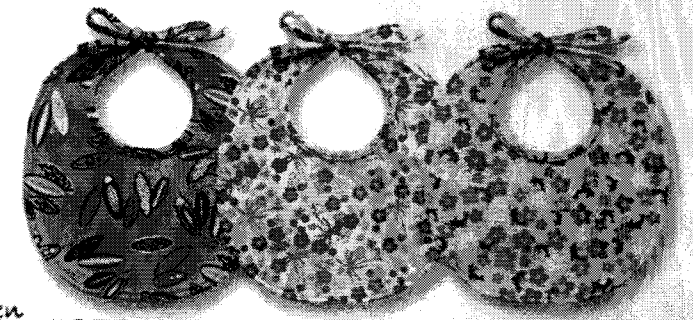
Color: Assorted designs **Min: 2 pieces per color**
Size: Stage 2 **Price: $4.00**



green sprouts **#832 Animal Bamboo Organic Bib**

Natural organic bamboo knit. Fun animal designs. Offered in Bunny, Panda and Lion prints.

Color: Pink Bunny, Sage Panda, Blue Lion **Min: 2 pieces per color**
Size: Stage 2-3 **Price: $4.00**



green sprouts **#832 Hawaiian Bamboo Organic Bib**

Organic bamboo knit. Great prints to coordinate with our Hawaiian Bamboo apparel.

Color: Surboards, Dolphin Hibiscus, Tropical Cutouts **Min: 2 pieces per color**
Size: Stage 2-3 **Price: $4.00**

green sprouts **#184 Sweet Ones Organic Bib**

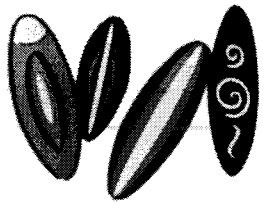
Organic Cotton Bib. Velcro Closure. Embroidered design.

Color: Assorted designs **Min: 12 assorted pieces**
Size: Stage 2 **Price: $3.75**

green sprouts **#844 Terry Organic Bib 2-Pack**

Reversible Organic cotton terry on the front with Organic cotton flannel on reverse. This two pack is absorbent and practical.

Color: Rose/Sage, Cornflower/Sage, Bamboo/Sage **Min: 12 assorted pieces**
Size: Stage 2-3 **Price: $5.50**



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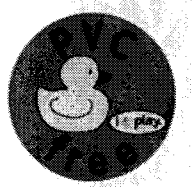
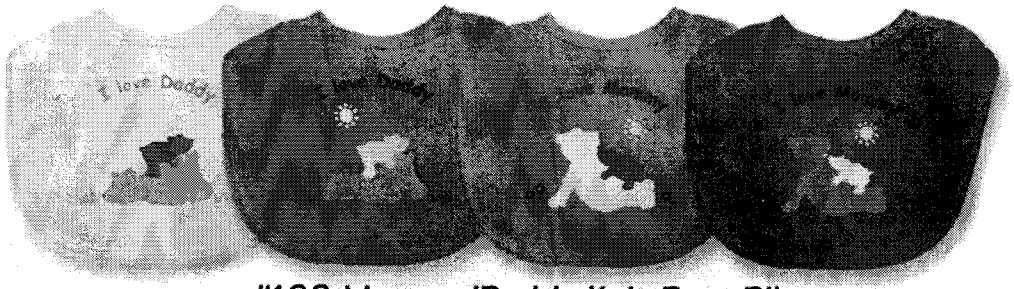


Bib Stage Chart

Stage	Ages
Stage 1	Birth-3 months
Stage 2	3-6 months
Stage 3	6-12 months
Stage 4	12-24 months

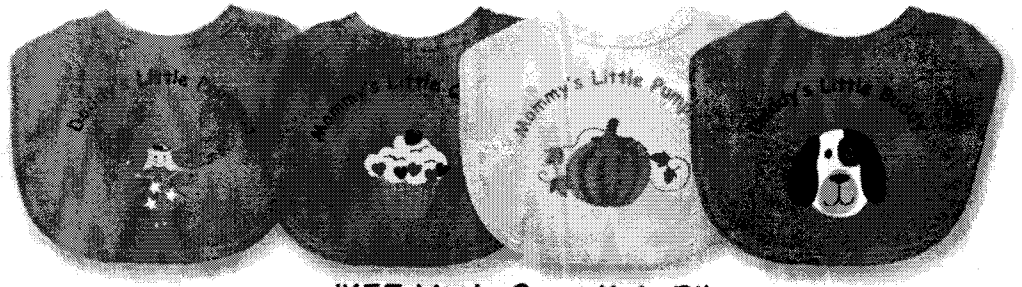
Stage 2-3 Bibs



#168 Mommy/Daddy Knit Bear Bib

Knit fabric on front and back with waterproof liner in between layers. Velcro closure. Cute design.

Color: Assorted designs **Min: 12 assorted pieces**
Size: Stage 2-3 **Price: $2.75**



#153 Little Ones Knit Bib

Knit fabric on front and back with waterproof liner in between layers. Velcro closure. Cute design.

Color: Assorted designs **Min: 12 assorted pieces**
Size: Stage 2-3 **Price: $2.75**

#131 I Love My Sibling Knit Bib

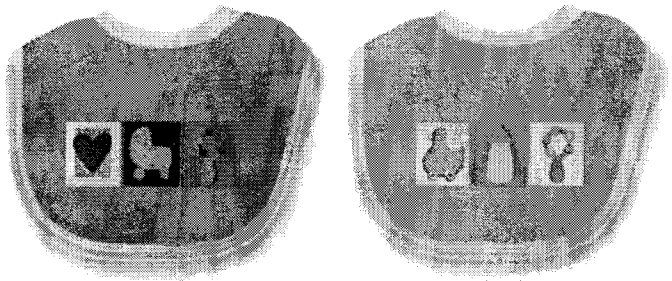
Knit fabric on front and back with waterproof liner in between layers. Velcro closure. Cute design.

Color: Assorted designs **Min: 12 assorted pieces**
Size: Stage 2-3 **Price: $2.75**

#136 Peek-a-Boo Bib

Soft and absorbent terry Bib with cute, interactive Peek-a-Boo flap. Velcro closure, absorbent terry.

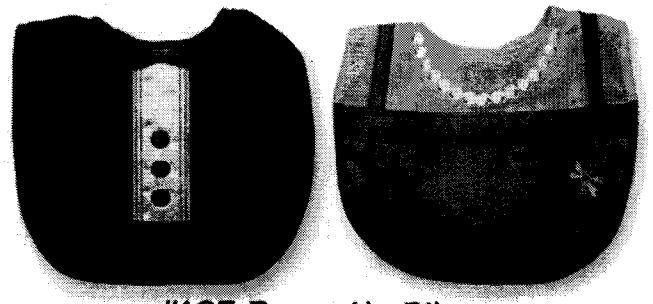
Color: Assorted designs **Min: 12 assorted pieces**
Size: Stage 2 **Price: $2.75**



#106 Baby Block Knit Bib

Knit fabric on front and back with waterproof liner in between layers. Velcro closure. Cute design.

Color: Assorted designs **Min: 12 assorted pieces**
Size: Stage 2-3 **Price: $2.75**



#103 Dress-Up Bib

Fun, Dress-Up Bib for infants with embroidery and satin appliqué detail. Velcro closure, terry with waterproof backing.

Color: Assorted designs **Min: 12 assorted pieces**
Size: Stage 2-3 **Price: $3.00**