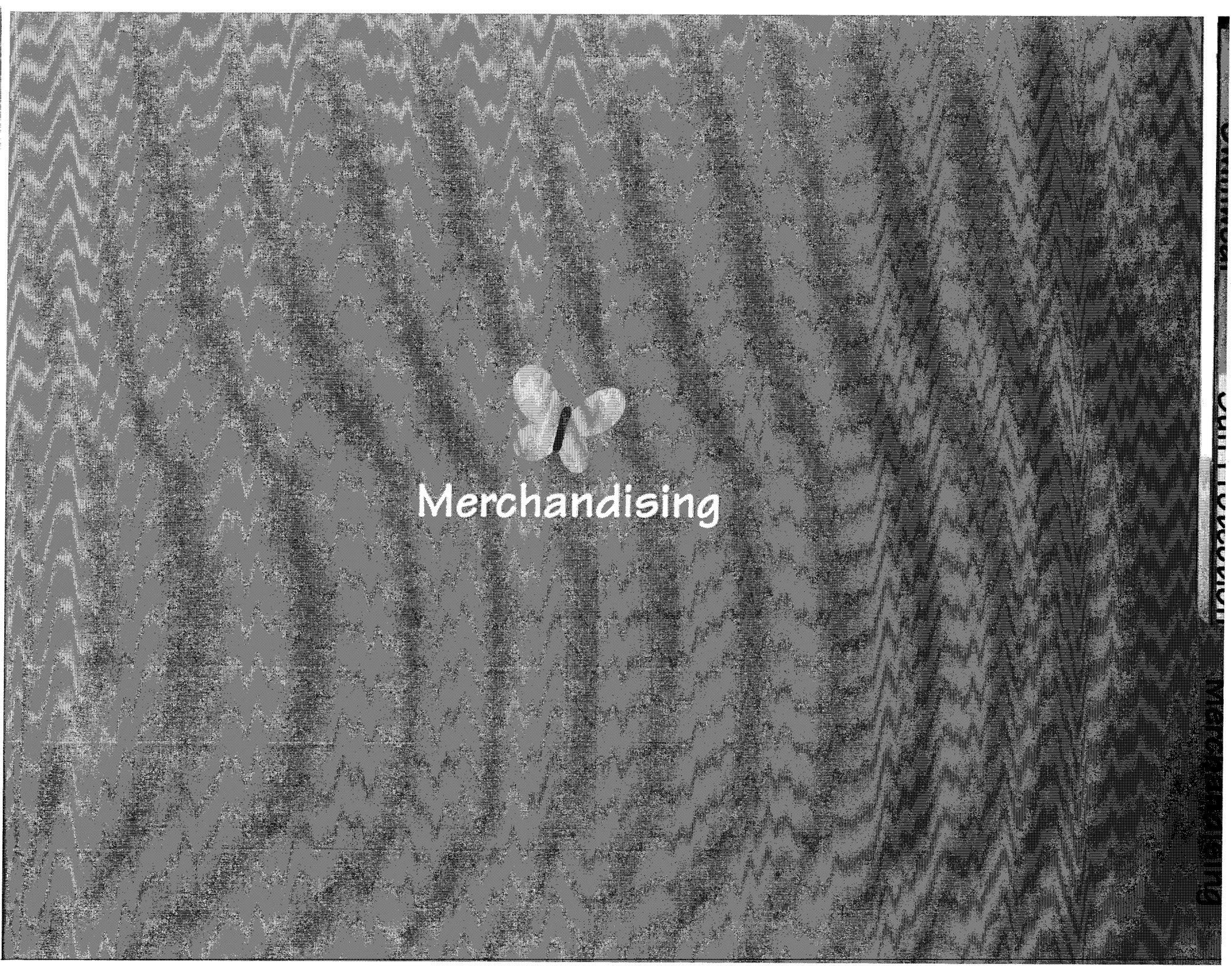
ESTTA Tracking number: **ESTTA239054**

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 15H.pdf (8 pages)(5917346 bytes)


Merchandising

Merchandising Materials

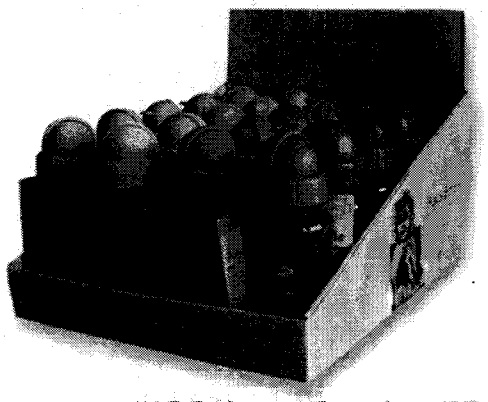
i play.® Merchandising Materials include display units that come in all shapes and sizes to help you maximize your floor and counter space. i play.® continuously strives to develop and design new ways to help your business maximize sales of your i play.® brand merchandise.

#299 Mixed Print Swim Diaper Display

Color: Assorted mixed prints
Size: 4 Small, 8 Medium, 10 Large, 10 X-Large, 4 XX-Large
Min: 36 assorted Swim Diapers
Price: $130.00

#111 Disposable Swim Diaper Display

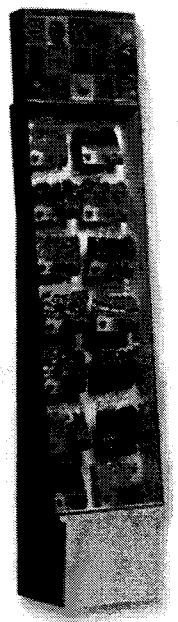
Color: Pink, Blue, White
Size: 6 Small, 12 Medium per Large, 6 X-Large
Min: 24 assorted single-packs
Price: $35.00



#189 Aqua Bottle - PDQ

Bright clear plastic Bottle with fun underwater theme and straw top with a sliding lid. Contour shape makes bottle easy to hold. Durable and dishwasher safe. Holds hot or cold beverages. Includes additional, washable straw top. Note: Our bottles are PVC-Free and made with Bisphenol A-free plastic!

Color: Assorted colors
Size: One 12 oz. size
Min: 20 assorted pieces
Price: $3.00



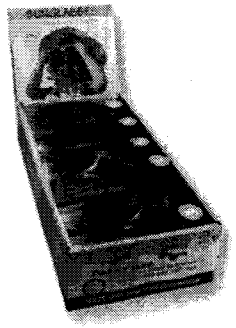
#112 Swim Diaper Power Panel

Color: Assorted mixed prints
Size: Small, Medium, Large, X-Large, XX-Large
Min: 70 assorted Swim Diapers
Price: $270.00

#022 Poolside Sign

"All Babies Must Wear An Approved Swim Diaper In The Pool Area." Durable sign to hang in pool areas.

Color: White
Size: One size
Min: 1 sign
Price: $7.50



#246 Funglasses

Whimsical designs match i play.® prints and make sun protection fun! Now include coordinated, removable Flexi Bands to keep glasses in place. Packaged in an eye-catching counter display box that easily displays 12 pairs of Funglasses. Glasses block 100% of UVA and UVB rays.

Color: Assorted designs with display unit
Size: One Size fits 6 months to 2 years
Min: 12 assorted pieces
Price: $3.75

#264 Fun Flexi Specs

Sunglasses with flexible wrap-around band to keep glasses in place. New flexible frames for a more comfortable fit. Adjustable with Velcro closure in back. Provide 100% UVA & UVB protection.

Color: Assorted prints with display unit
Size: Infant, Toddler
Min: 12 assorted pieces per size
Price: $4.00

#248 Flexi Specs

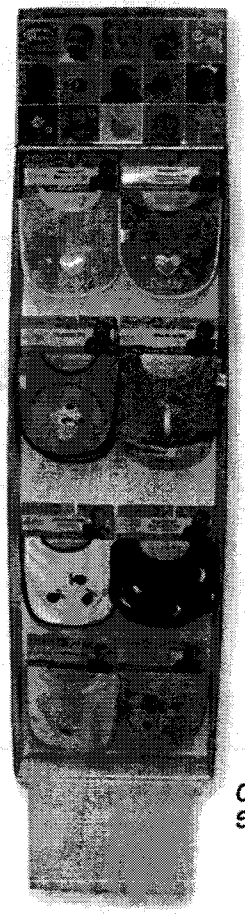
Sunglasses with flexible wrap-around band to keep glasses in place. New flexible frames for a more comfortable fit. Adjustable with Velcro closure in back. Provide 100% UVA & UVB protection.

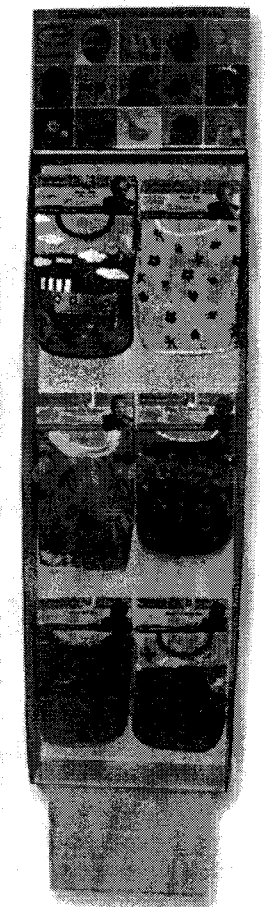
Color: Assorted solid colors with display unit
Size: Infant, Toddler
Min: 12 assorted pieces per size
Price: $3.75

#030 i play.® Logo Sign

Color: Blue
Size: 18" x 10"
Min: 1 sign
Price: Free sign with $1,000 purchase

Refer to our website www.iplaybabywear.com for other displays, merchandising materials, ongoing specials and promotional opportunities.





#100 Toddler Bib Power Panel

Color: Assorted Bibs
Size: Toddler
Min: 72 assorted Bibs
Price: $167.00

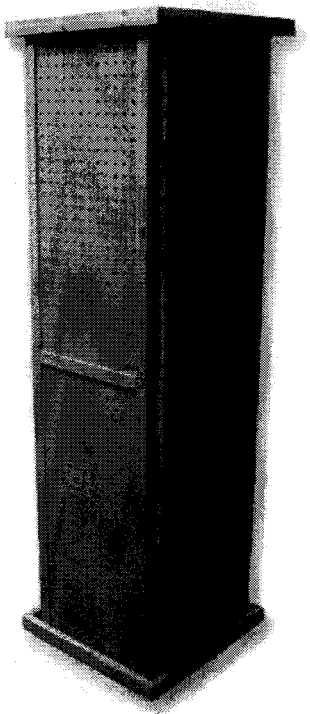
#100 Infant Bib Power Panel

Color: Assorted Bibs
Size: Infant
Min: 72 assorted Bibs
Price: $138.00

#880 Sweet Ones Cap and Bib Gift 16-Pack

Cute embroidered terry infant Cap and Bib inside "Canned Food" packaging makes a unique baby gift. Soft and absorbent terry with knit lining, and waterproof backing for Bib. Includes display unit.

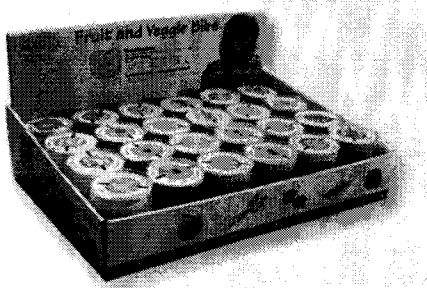
Color: Assorted with display unit
Size: Infant cap Stage 2 Bib
Min: 16 assorted pieces
Price: $40.00 per unit



#847 Wooden Display & Sign

A great option to display all of your Organic Cotton apparel or accessories. Natural wood finish. Keeps all brand items together. Takes up minimal space and has great floor presence.

Color: Wood
Size: One size
Min: 1 piece
Price: $100.00 per unit, includes shipping



#881 Fruit and Veggie Gift Bib

Baby Food packaging makes these Fruit and Veggie Bibs adorable gifts for new baby. Soft and absorbent cotton terry with waterproof backing.

Color: Assorted with display unit
Size: Stage 2
Min: 24 assorted pieces
Price: $60.00 per unit

Baby Essentials Display

Display hold 24 pieces. Fill display with your choice of 6 each from any of the following items:

#313 Disposable Swim Diaper

Color: Yellow with print
Size: One Size
Min: 6 pieces
Price: $2.00

#314 Reusable Swim Diaper

Color: Assorted prints
Size: One Size
Min: 6 pieces
Price: $5.00

#315 Sunhat

Color: Assorted prints
Size: Infant
Min: 6 pieces
Price: $5.00

#316 Sunglasses

Color: Assorted colors
Size: Infant
Min: 6 pieces
Price: $4.00

#317 Swim Socks

Color: Assorted designs
Size: Infant
Min: 6 pieces
Price: $3.50

#318 Baby Bib

Color: Assorted designs
Size: One size
Min: 6 pieces
Price: $3.00

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Starter Sets

#270 Swim Starter Set

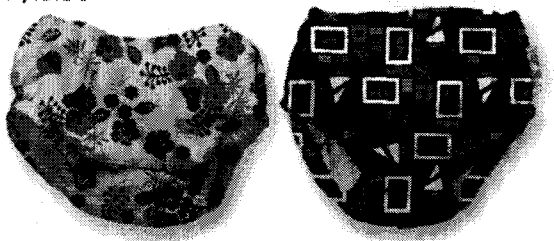
Choose 1 Boys' Pick Your Print & 1 Girls' Pick Your Print.
Set includes:

15 Girls' Ultimate Swim Diapers with matching Top	3 each: S, M, L, XL, XXL
15 Girls' Tankinis	3 each: S, M, L, XL, XXL
15 Girls' Brim Hats	3 Newborn, 6 Infant, 6 Toddler
12 Fun Flexi Specs	6 Infant, 6 Toddler
15 Boys' Ultimate Swim Diapers	3 each: S, M, L, XL, XXL
15 Boys' Trunks	3 each: S, M, L, XL, XXL
15 Boys' Sunhat	3 Newborn, 6 Infant, 6 Toddler
Price: $650.00	Savings: $72.25

#275 Hawaiian Hat Set

Assorted Coordinating Hawaiian Prints.
Set includes:

9 Girls' Brim Hats	3 Newborn, 3 Infant, 3 Toddler
9 Boys' Sunhats	3 Newborn, 3 Infant, 3 Toddler
Price: $75.00	Savings: $15.00



#274 Hawaiian Ultimate Swim Diaper Set

Assorted Coordinating Hawaiian Prints.
Set includes:

15 Girls	3 each: S, M, L, XL, XXL
15 Boys	3 each: S, M, L, XL, XXL
Price: $135.00	Savings: $15.00

#272 Hawaiian Bikini & Trunk Set

Assorted Coordinating Hawaiian Prints.
Set includes:

15 Bikinis	3 each: S, M, L, XL, XXL
15 Trunks	3 each: S, M, L, XL, XXL
Price: $300.00	Savings: $37.50

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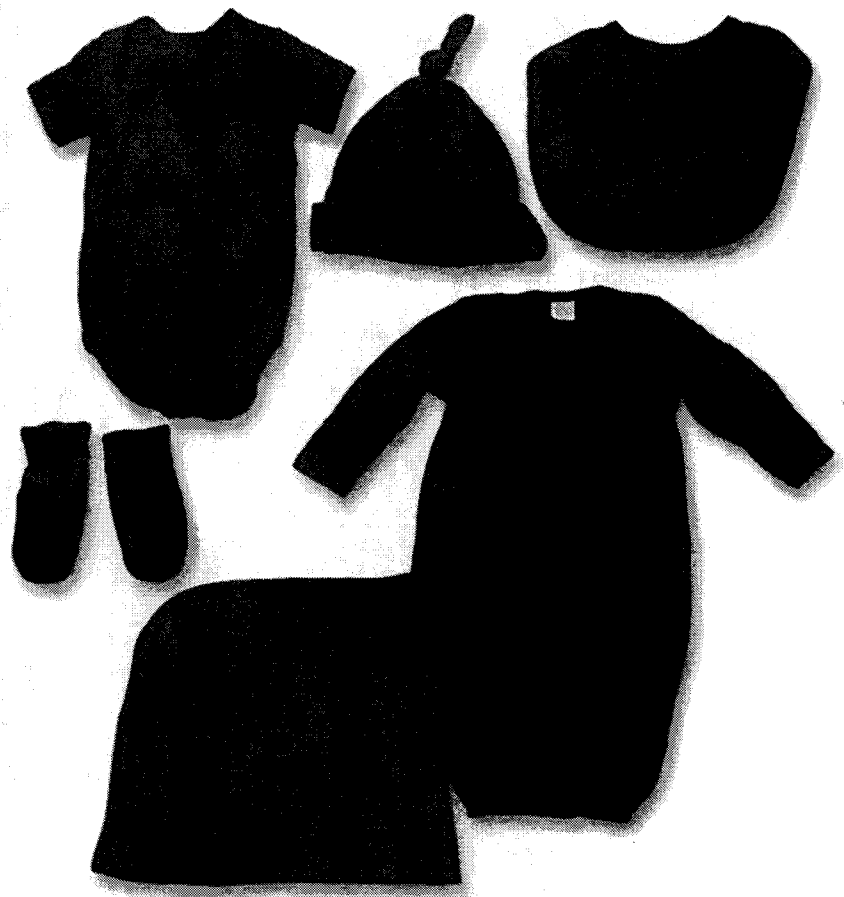

#278 Organic Cotton Starter Set

New baby greens™ Organic Cotton layette.
Set includes:

15 Organic Cotton Bibs	Stage 2
15 Organic Cotton Knot Caps	10 Newborn, 5 Infant
15 Pairs Organic Cotton Booties	10 Newborn, 5 Infant
15 Organic Cotton Bodysuits	5 Newborn, 5 Small, 5 Medium
15 Organic Cotton Gowns	5 Newborn, 5 Small
15 Organic Cotton Receiving Blankets	One Size

Price: $415.00 **Savings: $57.50**

#276 Hat Starter Set

Set includes: 36 Hats, including Brim Hats & Sunhats in assorted colors & sizes.

Price: $160.00 **Savings: $20.00**

#271 Sunglass Starter Set

Includes free counter display box!
Set includes:

- 12 Flexi Specs
- 12 Fun Flexi Specs
- 12 Funglasses

Price: $125.00 **Savings: $16.00**

#277 Bib Starter Set

5 popular Bib styles in assorted colors & designs!
Set includes:

- 12 Newborn Knit Bibs
- 12 Fruit Bibs
- 12 Favorite Food Knit Bibs
- 12 Toddler Best Bibs

Price: $150.00 **Savings: $21.00**

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2000 Riverside Drive, Unit 9
Asheville, NC 28804
phone: 828-254-9236 toll free: 800-876-1574
fax: 828-258-9052
www.iplaybabywear.com contact@iplaybabywear.com

Store Name:

Date: | Sales Rep:

Ship Date: | Cancel Date:

Terms: | P.O. Number:

Store Type: New Account ☐ Existing Account ☐

Ship Via:

Partial Ship: ☐ Yes ☐ No | Require UPC Barcode: ☐ Yes

Comments:

Bill to:

City:
State: Zip:
Phone:
Fax:

Ship to:

City:
State: Zip:
Website:
e-mail:

Minimum Total Order $250.00. (Initial order must be PREPAID or CREDIT CARD, Net 30 must be PREAPPROVED). Master Card & Visa only please.

CC#: **V-Code:**
EXP Date: / **Name on CC:**

**** PLEASE ORDER IN MULTIPLES OF CASE QUANTITIES ****

Pg #	Style #	Item Description	Color	One Size	S 6mo	M 12mo	L 18mo	XL 2yrs	XXL 3yrs	4T 4yrs	S/M	L/XL	XXL	NEW 0-6mo	INF 6-18mo	TOD 2-4yrs	Shoe Sizes 4	5	6	7	8	9	Total Pcs	Unit Price	Ext Price

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Store Name:

Date: Sales Rep:

Ship Date: Cancel Date:

Bill to: | Ship to:

Terms: P.O. Number:

Store Type: New Account ☐ Existing Account ☐

Ship Via:

City: | City:

State: Zip: | State: Zip:

Partial Ship: ☐ Yes ☐ No Require UPC Barcode: ☐ Yes

Phone: | Website:

Comments:

Fax: | **e-mail:**

Minimum Total Order $250.00. (Initial order must be PREPAID or CREDIT CARD, Net 30 must be PREAPPROVED). Master Card & Visa only please.

CC#: **V-Code:**

EXP Date: / **Name on CC:**

**** PLEASE ORDER IN MULTIPLES OF CASE QUANTITIES ****

Pg #	Style #	Item Description	Color	One Size	S 6mo	M 12mo	L 18mo	XL 2yrs	XXL 3yrs	4T 4yrs	S/M	L/XL	XXL	NEW 0-6mo	INF 6-18mo	TOD 2-4yrs	Shoe Sizes 4	5	6	7	8	9	Total Pcs	Unit Price	Ext Price

Buyer Signature:

TOTAL $

All i play.® products are warranted against manufacturing defects in materials or workmanship for 90 days from the date of purchase. Failure to follow specific garment laundering instructions will not be considered as a "manufacturers defect". All returns must be pre-approved & given a return authorization number. Any merchandise returned without a return authorization number will be refused. Credit will not be issued for goods which are counter damaged, shopworn or damaged in transit.

extraordinary
i play.®
baby wear

Keeping Babies and Parents Happy for Over 25 Years!

Kayleigh, 3 Years
- Cami & Yoga Pant

Itsy Bitsy YOGA

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