

## Brand Acquisition Opportunity

**kidbrands**<sup>SM</sup>

**CoCaLo**

**kidsline**<sup>TM</sup>

*LaJobi*

## Investment Opportunity

Hilco Streambank has been retained by **Kid Brands, Inc.** as its intellectual property consultant and sales agent to assist Kid Brands in the marketing and sale of its **LaJobi**<sup>®</sup> brands and its "**Soft Home**" line of brands, including **CoCaLo**<sup>®</sup> and **KidsLine**<sup>®</sup> in its **Chapter 11 bankruptcy case**.

Kid Brands manufactures and distributes infant and juvenile consumer products under numerous well-known brands including **Sassy**<sup>®</sup>, **CoCaLo**<sup>®</sup>, **KidsLine**<sup>®</sup> and **LaJobi**<sup>®</sup>. Kid Brands has filed a motion to approve the sale of its "Soft Home Brands" – which include **CoCaLo**<sup>®</sup> and **KidsLine**<sup>®</sup>. The proposed sale price is **\$1.35 million** subject to higher and better bids at the sale hearing. A sale hearing is scheduled on **August 18th, 2014** in the Bankruptcy Court. Hilco Streambank is facilitating diligence for other interested parties. Hilco Streambank is also seeking offers for the **LaJobi** brands and expects to complete a sale in the next 30 - 60 days.

## Brands For Sale

**Bankruptcy Court Approval Hearing  
August 18, 2014**

## CoCaLo<sup>®</sup> & KidsLine<sup>®</sup> - The "Soft Home" Assets

**CoCaLo**<sup>®</sup> and **KidsLine**<sup>®</sup> are well-known brands focusing on nursery home décor and lifestyle products. Product lines include infant bedding and related nursery accessories and decor, such as sheets, blankets, mobiles, nightlights, hampers, lamps, rugs and wall art. The brands are well regarded by customers and retailers with a strong retail presence in Babies R Us, Buy Buy Baby, Burlington Coat Factory among others. The "Soft Home" brands generated approximately \$30MM in wholesale sales in the most recent fiscal year.

**kidsline**<sup>TM</sup>



**CoCaLo**



## LaJobi®

**Kid Brands® LaJobi** business unit is a leading designer, marketer and distributor of furniture and accessories for babies and children. The **LaJobi®** brand portfolio provides comprehensive coverage of nursery furnishings including infant cribs, dressers, changing tables, recliners and crib mattresses. The **LaJobi®** line of brands includes, **BonaVita®**, **Babi Italia®**, **Nursery 101®**, **ISSI®**, and others. **LaJobi®** product is sold at Babies R Us, Buy Buy Baby, Target and Walmart, among others. Annual Lajobi sales were approximately \$35MM in 2012 and \$25MM in 2013.



## IP Assets Available

The Intellectual Property assets include **U.S and Foreign trademarks, domain names, social media accounts** and **product design specs**.

### LaJobi® Trademarks Include:

#### U.S Registered Trademarks

- Babi Italia
- Inspired Nursery
- BonaVita
- BonaVita Fine Children's Furnishing
- ISSI
- Lifestyle Crib
- Treasured Beginnings
- LaJobi
- Nursery 101
- The Classic Crib

### "Soft Home" Trademarks Include:

#### U.S Registered Trademarks

- KidsLine
- CoCaLo
- Tiddliwinks
- The Perfect Swaddle
- Baby Chef
- Little Boutique
- Katie Little
- Perfect BUM
- Cocolate
- Cocalo Couture

## Diligence and Sale Process

Access to diligence information will be provided upon execution of a Non-Disclosure Agreement. Interest in the Soft Home Assets should be expressed prior to the Sale Hearing on August 18, 2014

For further information about the sale process and access to diligence materials please contact the following Hilco Streambank representatives:

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### About Hilco Streambank

Hilco Streambank is a market leading advisory firm specializing in [intellectual property disposition and valuation](#). Over the last three years Hilco Streambank has become a leader in the IP valuation and disposition market. Having completed numerous transactions including sales in publicly reported Chapter 11 bankruptcy cases as well as private transactions, Hilco Streambank has established itself in the [internet and telecom](#) community as a responsible and effective intermediary in the space.