

## INTELLECTUAL PROPERTY ACQUISITION OPPORTUNITY



# Kidville®

Hilco Streambank is seeking offers for the intellectual property assets of Kidville. The assets available for sale include the Kidville trademarks, Kidville.com and other domain names, proprietary content for classes, birthday parties and camps, website content, social media assets, rights to certain franchise agreements and more.

### BID DEADLINE

December 14, 2020 at 4:00 p.m. ET

### AUCTION

December 16, 2020 at 2:00 p.m. ET

### **A RELIABLE AND TRUSTED BRAND DEVOTED TO ENRICHMENT AND DEVELOPMENT OF YOUNG CHILDREN**

Kidville is the one-stop-shop for families' class, party and play needs for children ages 6 months to 6 years. The brand is a trusted destination for parents and caregivers to fill their children's schedule and celebrate milestones along the way. Content for Kidville's classes, camp programming and birthday parties is available for sale.

Beloved for its enriching class offerings, including "My Big Messy Art Class" and "Run, Wiggle, Paint and Giggle" enrichment class, parents and caregivers have depended on Kidville for more than 15 years to provide age-appropriate, safe and dynamic programming for children. The extensive breadth of class offerings, including STEM, art, music, gym and dance, adapt with families' ever-changing needs.

The brand also offers parents a selection of themed summer camps and birthday parties. Camp themed weeks include Magic Makers, Farmyard Fun, Nature Lovers and Dinosaurs Rock. Kidville also offers 16 different birthday party themes, including "Slime Factory," "Jumpin' Gym Party," and "Superhero Birthday Bash."

## OPPORTUNITY TO STEP INTO VALUABLE FRANCHISE AGREEMENTS

Kidville has licensed its name and content for use by various franchisees. Currently, there are franchise agreements in place for 6 U.S. locations and 3 locations in China. These agreements, which a buyer of the Kidville intellectual property assets can take subject to, provide a buyer with an international reach and the ability to collect royalties from franchisees. Copies of the franchise agreements are available to parties who execute a non-disclosure agreement.



## ASSETS AVAILABLE FOR SALE






### Kidville Trademarks

Kidville  
Kidville University  
My Big Messy Art Class and others



### Social Media

 ~55K likes	 ~3K followers
 ~3K followers	 ~2K followers



### Proprietary Content

Classes, Camps, Birthday Parties



### Domain Names

Kidville.com



### Rights Under Franchise Agreements



### Website Content



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## SALE PROCESS

Kidville is operating as a chapter 7 debtor in a bankruptcy case pending in the United States Bankruptcy Court for the Southern District of New York (the “Bankruptcy Court”). The dates, the sale and Hilco Streambank’s retention will be subject to approval of the Bankruptcy Court. If you are interested in obtaining an NDA to gain access to the online data room, please reach out to one of the Hilco Streambank representatives below.

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