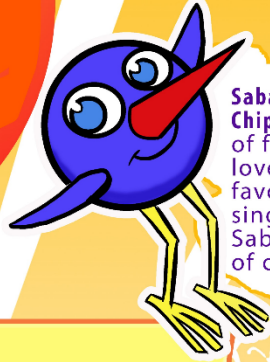




Saba is an 18 month multi-cultural international little girl with an extraordinary memory and a vivid imagination. Saba and her best friend Chip, along with her reading blocks, uses transmedia and rhythmic-base educational tools with an urban style language, to improve cognitive reading skills for preschoolers 0-5.



Saba's best friend and playmate, Chip shows us the true meaning of friendship, trust and unconditional love, between a little girl and her favorite stuffed animal. Watch as Chip sings and dances side by side with Saba as they both explore the world of communication.

### Episode Examples

#### SABA'S THE NAME

SABA FINDS OUT WHAT HER NAME MEANS IN DIFFERENT CULTURES AND NATIONALITIES.

#### SABA'S SECRET GARDEN

SABA LEARNS MORE ABOUT STAYING HEALTHY WITH GOOD EATING AND PROPER EXERCISE, AS SHE HELPS PLANT VEGETABLES.

#### SABA & CHIP CIRCUS OF COLORS

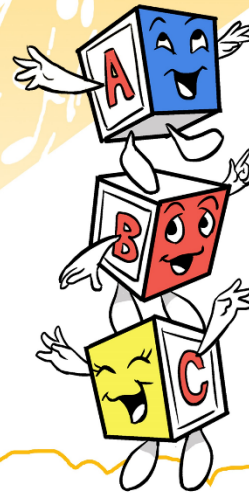
SABA LEARNS ABOUT COLORS AND HOW THEY BENEFIT THE CIRCUS AND WHY MOST CHILDREN THINK IT IS THE GREATEST PLACE ON EARTH.

#### SABA AND CHIP'S DAY AT THE ZOO

SABA, CHIP AND HER FRIENDS, VISIT THE ZOO AND GO ON A WILD ADVENTURE WHILE LEARNING ABOUT THE ANIMALS IN THE ZOO.

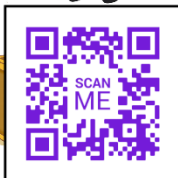
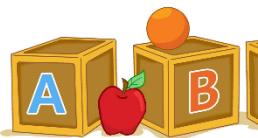
#### SABA'S MUSIC

SABA EXPLORES THE MAGICAL WORLD OF MUSIC AND EXPRESSES HERSELF THROUGH SONGS.



The Reading Blocks play a powerful role in helping the child communicate with the family through the words that Saba speaks (her thoughts). The bright, colorful descriptive blocks come to life as they sing and dance along with Saba and Chip. Watch and learn as they spell out words for the family so they can be aware of what Saba is saying.

**SABA TALKS**  
**PRODUCTIONS**



For all inquires please contact  
Sydney Cain at 314-583-3666

## ***Saba is a Registered Trademark of Saba Talks Productions***

American Girl Brands was formed in 1986 by Pleasant Rowland. They provide

“Inspiring products for each stage of a young girl's development—from her preschool days of baby dolls and fantasy play through her tween years of self-expression and individuality.”<sup>1</sup>

As part of their mission, they developed a “Girls of Many Lands” series in 2003. Saba Talks Productions founded and began creating products in 2002.

The Girls of Many Lands series targeted tween girls up to age 12 with a book and 9” figurine. The doll and book characters were from Ethiopia, Turkey, France, China, India, Alaska, and Ireland. They named their Ethiopian character, Saba.



*Saba by American Girl Brands*

All of the books were thoroughly researched to emphasize historic and cultural norms of the era in which the characters were set in. The American Girl Saba was set in 1846. After eight (8) books and storylines, the series was cancelled in 2005. Company experts noted that 12-year-old girls did not want to associate with dolls even a miniature-sculptured representation of one.

American Girl is a \$178.3 million wholly owned subsidiary of the \$6.1 billion Mattel, Inc. Mattel had a trademark on the Saba name. Mattel, Inc. denied Sydney L. Cain and Saba Talks Productions permission to use the name. Although Saba Talks Productions offers, a soft, cuddly doll designed for preschoolers aged 2 to 5 and not pre-teenage girls, this hindrance affected Saba Talks Productions ability to launch a national marketing campaign.

**As of September 2014, Mattel, Inc. and its subsidiaries have released all rights to the Saba name. Sydney L. Cain has all rights and privileges of holding the name Saba. Saba is now a registered trademark of Saba Talks Production, LLC.**



*Saba by Saba Talks Productions*

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<sup>1</sup> Adapted from the American Girl Brands website

## MANAGEMENT SUMMARY

Sydney L. Cain has compiled a team of experienced professionals who are recognized experts in educational app development, product development, technology, illustration, licensing, and manufacturing expertise. The profiles listed below represent a few of the experts who have been working with the company. Most of them have been involved with the company for over six years.

### ***Executive Management Team and Consultants***

All members of the Executive Management team are known as professionals who conduct business with integrity. Any person hired with the company is sought after for their previous experience.

### ***Consultant and Director of Licensing - Wm. DeWayne Booker***

Wm. DeWayne Booker has over 30 years experience in licensing, merchandising, and product development gained while working with world-renowned brands such as Disney, Ringling, and Universal Studios. His experiences with children's toys, importing, and customizing marketing strategies for international target audiences allows him to contribute to the success of companies like Saba Talks Productions. Mr. Booker has a 20-year foundation that was laid at the outset of his career with Walt Disney Productions.

He started at Disney in high school, but ended his tenure there, as a General Merchandising Manager who grew revenues 186% from \$7.0 million to over \$20.0 million, which would be \$47.8 million today. Mr. Booker then moved to Mattel's Circus World, Ringling Bros., Universal Studios Florida, and Trendmasters, Inc. He joined Trendmasters when revenues were just under \$30.0 million. His prowess in licensing, procurement, inventor relations, and public relations greatly influenced the company's growth to \$190.0 million when he left 10 years later as Senior Vice President of Marketing and Licensing.

In all of his roles, Wm. DeWayne Booker applies his skills in importing, as well as relationship building with manufacturers in Asia. See a fuller depiction of his background in the Addendum Section.

### ***Consultant - Craig A. King***

Craig A. King formed GK Educational Tablets as a way to capitalize on a growing market. He uses the technological acumen that he has gained over the past 20 years to catapult the company into national and international distribution. GK Tablets is in partnership with the \$131.8 billion FoxConn Technology in Taiwan. The company is also working closely with Khan Academy. Existing clients include higher educational systems throughout the States of Alabama and Georgia.

Its affiliations in education better assist Saba Talks Productions with reaching the \$63.0 billion preschool educational markets. By collaborating with GK Tablets, Saba Talks Productions can promote early childhood education since its Saba Educational Apps will become part of its offerings.

Prior to establishing GK Tablets, Craig King best known as a Multi-Platinum Award Winning Producer. Mr. King broadened his scope from working with music artists to movie soundtrack development, animation, and educational app development. His work on The Simpsons, an Emmy winning animated sitcom created for the Fox Broadcasting Company and viewed by an average of 13.0 million weekly, is amongst his repertoire of successes. He also accomplished great strides with the Power Puff Girls. The acclaimed television series was originally created for Turner Studios.

## ***Arnall Golden Gregory Attorneys at Law***

Arnall Golden Gregory Attorneys at Law has been the counsel of record for Saba Talks Productions since 2006. While the firm is located in the Atlanta, Georgia area, there reach is globally and across the United States. The 65-year-old firm has a rock solid Intellectual Property Practice. Saba's first attorney was Partner Auma N. Reggy through 2013. Accolades include: Nation's Best Advocates, 40 Lawyers under 40, and awarded by IMPACT, and the National Bar Association.

J. Tucker Barr is the new attorney of record. He is also a Partner. He counsels Saba Talks Productions on all national and international trademark, copyright and patent infringement matters. Prior to joining, Arnall Golden and Gregory, Mr. Barr was a pro major league baseball player with the Houston Astros.