

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Daniel TREMBLAY</td> <td>08/25/2008</td> </tr> <tr> <td>Andreanne LAVOIE</td> <td>08/11/2008</td> </tr> <tr> <td>Pascal MESSIER</td> <td>08/05/2008</td> </tr> </tbody> </table>		Name	Execution Date	Daniel TREMBLAY	08/25/2008	Andreanne LAVOIE	08/11/2008	Pascal MESSIER	08/05/2008
Name	Execution Date								
Daniel TREMBLAY	08/25/2008								
Andreanne LAVOIE	08/11/2008								
Pascal MESSIER	08/05/2008								
RECEIVING PARTY DATA									
Name:	MEGA Brands International, Luxembourg, Zug Branch								
Street Address:	Poststrasse 6								
City:	Zug								
State/Country:	SWITZERLAND								
Postal Code:	CH-6300								
PROPERTY NUMBERS Total: 1									
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13632540</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13632540				
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Application Number:	13632540								
CORRESPONDENCE DATA									
Fax Number:	3013659101								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
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ATTORNEY DOCKET NUMBER:	65-1078 RIT0011-US-CON2								
NAME OF SUBMITTER:	Steven P. Arnheim								
<p>Total Attachments: 4</p> <p>source=2013-01-14_65-1078_RIT0011-US-CON2_Assignment#page1.tif</p> <p>source=2013-01-14_65-1078_RIT0011-US-CON2_Assignment#page2.tif</p> <p>source=2013-01-14_65-1078_RIT0011-US-CON2_Assignment#page3.tif</p> <p>source=2013-01-14_65-1078_RIT0011-US-CON2_Assignment#page4.tif</p>									

OP \$40.00 13632540

ASSIGNMENT

WHEREAS, Daniel Tremblay, residing at 8349 rue Berri, Montreal, Quebec, Canada H2P 2G3; Andreanne Lavoie, residing 12188 rue Letallier, Montreal, Quebec, Canada H3M 3A1; and Pascal Messier, residing at 308, 24e Ave., Deux-Montagnes, Quebec, Canada J7R 5X9; (hereinafter "Assignors") have invented certain new and useful improvements in

MAGNETIC AND ELECTRONIC TOY CONSTRUCTION SYSTEMS AND ELEMENTS

for a full description of which, reference is here made to an application for Letters Patent of the United States of America

- Executed concurrently herewith
- Executed on
- Serial. No. **12/169,159**, filed **JULY 8, 2008**

in the U.S. Patent and Trademark Office and to U.S. provisional patent application(s)

- Serial. No. **60/948,631**, filed **JULY 9, 2007**
- Serial. No. **60/951,071**, filed **JULY 20, 2007**
- Serial. No. **60/979,290**, filed **OCTOBER 11, 2007**
- Serial. No. **61/029,241**, filed **FEBRUARY 15, 2008**

in the U.S. Patent and Trademark Office; and

WHEREAS, MEGA BRANDS INTERNATIONAL, LUXEMBOURG, ZUG BRANCH, a branch of Mega Brands International Sàrl, a limited liability company organized under the laws of Luxembourg, having its principal office and place of business at Poststrasse 6, CH-6300 Zug, Switzerland (hereinafter "Assignee") is

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desirous of acquiring the entire right, title, and interest in, to, and under said invention and application above identified, and in, to, and under any Letters Patent that may be obtained for said invention, together with all foreign rights corresponding thereto, as hereinafter more fully set forth.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that, for good and valuable and legally sufficient consideration, the receipt of which by each Assignor from Assignee is hereby acknowledged, Assignors have agreed to sell, assign, and transfer and by these presents does hereby, sell, assign, and transfer unto Assignee the entire right, title and interest in, to, and under said invention and application above identified and Letters Patent of the United States of America that may be obtained in respect thereof; any corresponding applications for Letters Patent and Letters Patent therefor in all other areas of the world; and any reissues, extensions, substitutions, confirmations, divisions, and continuations of any of the foregoing (hereinafter "Invention Rights"), to have and to hold for the sole and exclusive use and benefit of Assignee forever.

Assignors hereby covenant and agree, for themselves and for their respective legal representatives, to assist and cooperate with Assignee in the preparation and prosecution of any applications included within the Invention Rights and in the prosecution or defense of any interference, opposition, or other proceeding that may arise in connection with any applications or Letters Patent included within the Invention Rights and further to execute and deliver to Assignee any and all additional papers that may be requested by Assignee for the purpose of implementing the terms of this ASSIGNMENT.

Assignors hereby authorize and empower Assignee to invoke and claim for any applications or Letters Patent included within the Invention Rights the benefit of any rights to which Assignors might be entitled under international law or under the laws of any particular country (such as, without limitation, the right of priority provided by the

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DOCKET NO. RIT0011-US

International Convention for the Protection of Industrial Property, as amended) and to invoke and claim said rights without further written or oral authorization from Assignors.

Assignors hereby consent that a copy of this ASSIGNMENT shall be deemed a full legal and formal equivalent of any assignment, consent to file, or like document that may be required in any particular country for any purpose and more particularly in proof of the right of Assignee to claim the aforesaid benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended.

Assignors covenant and agree that this ASSIGNMENT and all of the terms hereof shall inure to the benefit of the successors, assigns, legal representatives, or nominees of Assignee, without further written or oral authorization from Assignors.

Assignors hereby authorize and request Assignee to fill in the following blanks specifying the United States Serial No. and filing date for said application above identified:

U.S. Serial No.: 12/169,159

Filed: JULY 8, 2008

but Assignee's failure to do so shall have no bearing whatsoever upon the validity or legal effect of this ASSIGNMENT.

Assignors hereby authorize and request the Commissioner of Patents and the United States Patent and Trademark Office to issue Letters Patent to Assignee in accordance with the terms of this ASSIGNMENT.

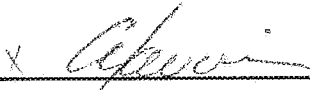
SIGNATURE: 

Date: 15-08-2008

NAME: DANIEL TREMBLAY

ASSIGNMENT

DOCKET NO. RIT0011-US

SIGNATURE: x 
NAME: ANDREANNE LAVOIE

Date: x Aug. 11th 2008

SIGNATURE: x 
NAME: PASCAL MESSIER

Date: x Aug. 5th 2008