

<b>PATENT ASSIGNMENT COVER SHEET</b>
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Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3463661

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
BUILD-A-BEAR WORKSHOP, INC.	07/30/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	BUILD-A-BEAR RETAIL MANAGEMENT, INC.
<b>Street Address:</b>	1954 INNERBELT BUSINESS CENTER
<b>City:</b>	ST. LOUIS
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	63114
<b>PROPERTY NUMBERS Total: 3</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	13467812
<b>Application Number:</b>	13828273
<b>Patent Number:</b>	9072973
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(314)612-1301
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Phone:</b>	314-444-7630
<b>Email:</b>	ipdept@lewisrice.com
<b>Correspondent Name:</b>	MICHAEL J. HICKEY
<b>Address Line 1:</b>	LEWIS RICE LLC
<b>Address Line 2:</b>	600 WASHINGTON AVENUE, SUITE 2500
<b>Address Line 4:</b>	ST. LOUIS, MISSOURI 63101
<b>NAME OF SUBMITTER:</b>	MICHAEL J. HICKEY
<b>SIGNATURE:</b>	/mjh/
<b>DATE SIGNED:</b>	07/30/2015
<b>Total Attachments: 4</b>	
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source=BABWassign#page4.tif	

### RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)**

Build-A-Bear Workshop, Inc.

Additional name(s) of conveying party(ies) attached?  Yes  No

**3. Nature of conveyance/Execution Date(s):**

Execution Date(s) July 30, 2015

- Assignment  Merger  
 Security Agreement  Change of Name  
 Joint Research Agreement  
 Government Interest Assignment  
 Executive Order 9424, Confirmatory License  
 Other \_\_\_\_\_

**2. Name and address of receiving party(ies)**

Name: Build-A-Bear Retail Management, Inc.

Internal Address: \_\_\_\_\_

Street Address: 1954 Innerbelt Business Center

City: St. Louis

State: Missouri

Country: USA Zip: 63114

Additional name(s) & address(es) attached?  Yes  No

**4. Application or patent number(s):**

This document serves as an Oath/Declaration (37 CFR 1.63).

A. Patent Application No.(s)

9,072,973

B. Patent No.(s)

13/467,812; 13/828,273

Additional numbers attached?  Yes  No

**5. Name and address to whom correspondence concerning document should be mailed:**

Name: Michael J. Hickey

Internal Address: Lewis Rice LLC

Street Address: 600 Washington Avenue, Suite 2500

City: Saint Louis

State: MO Zip: 63101

Phone Number: 314-444-7630

Docket Number: \_\_\_\_\_

Email Address: ipdept@lewisrice.com

**6. Total number of applications and patents involved:** Three

**7. Total fee** (37 CFR 1.21(h) & 3.41) \$ 0

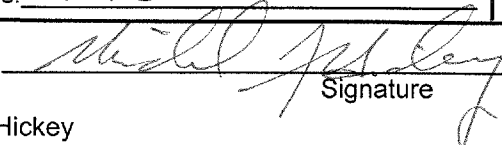
- Authorized to be charged to deposit account  
 Enclosed  
 None required (government interest not affecting title)

**8. Payment Information**

Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

**9. Signature:**

  
Signature

July 30, 2015

Date

Michael J. Hickey

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

**ASSIGNMENT**

WHEREAS, BUILD-A-BEAR WORKSHOP, INC., a Delaware corporation, with an office located at 1954 Innerbelt Business Center, St. Louis, Missouri 63114 (hereinafter "ASSIGNOR"), is the owner of the patent applications and patent on the attached Schedule A;

AND WHEREAS, BUILD-A-BEAR RETAIL MANAGEMENT, INC., a Delaware corporation, with an office located at 1954 Innerbelt Business Center, St. Louis, Missouri 63114 (hereinafter "ASSIGNEE"), is desirous of acquiring the entire rights, title and interest in and to said inventions and all patent rights therefor;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and set over unto said ASSIGNEE, the entire rights, title and interest in and to said inventions, including the right to claim priority, and in and to all Letters Patent and patent rights which may be granted or issued for said inventions, in the United States and all foreign countries, and any reissue, reexamination, continuation, continuation-in-part, division, or extension thereof, the same to be held and enjoyed by said ASSIGNEE, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR if this Assignment and sale had not been made; and ASSIGNOR agrees to execute such further applications, powers of attorney, assignments and other documents as may be necessary or desirable to effectuate this Agreement.

AND ASSIGNOR DOES HEREBY authorize and request the Commissioner of Patents and Trademarks to issue said Letters Patent, when granted, to the said ASSIGNEE, its successors and assigns, as assignees of the entire right, title and interest in and to said inventions, for the sole use and behoof of said ASSIGNEE, and for its successors and assigns, to the full ends of the terms for which Letters Patent may be granted.

AND ASSIGNOR further grants to ASSIGNEE, its successors and assigns, the right to claim for any application for patent for said invention the full benefit of any international agreement between the United States and any foreign country or countries.

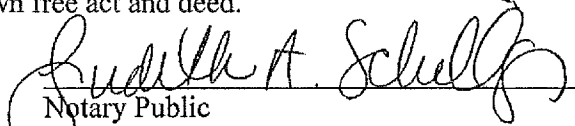
BUILD-A-BEAR WORKSHOP, INC.

Date: July 30, 2015

Mary Ann Mackey  
By: Mary Ann Mackey  
Title: Asst. Gen. Counsel

STATE OF Missouri )  
 ) SS.  
COUNTY OF St. Louis )

On this 30 day of JULY, 2015, before me, a Notary Public, personally appeared Mary Ann Mackey, on behalf of BUILD-A-BEAR WORKSHOP, INC., to me known to be the person named in and who executed the above Assignment, and acknowledged to me that he/she executed the same for the uses and purposes therein mentioned, as his/her own free act and deed.

  
Notary Public

My Commission Expires:  
April 3, 2018

JUDITH A. SCHILLINGER  
Notary Public - Notary Seal  
STATE OF MISSOURI  
St. Louis County  
My Commission Expires: April 3, 2018  
Commission # 14400793

**SCHEDULE A  
TO ASSIGNMENT**

<b>Country</b>	<b>Title</b>	<b>Patent/ Application No.</b>
United States	Point-of-Sale Integrated Storage Devices, Systems for Programming Integrated Storage Devices, and Methods for Providing Custom Sounds to Toys	Application No. 13/467,812
United States	Interactive Toy Assembly Workshop and Method for Creating a Toy With a Digital Profile	Application No. 13/828,273
United States	Interactive Play Station	Patent No. 9,072,973
Canada	Point-of-Sale Integrated Storage Devices, Systems for Programming Integrated Storage Devices, and Methods for Providing Custom Sounds to Toys	Application No. 2,835,718
Europe	Point-of-Sale Integrated Storage Devices, Systems for Programming Integrated Storage Devices, and Methods for Providing Custom Sounds to Toys	Application No. 12782005.8