

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
E.K. Success Ltd.		12/10/2004	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Build-A-Bear Workshop, Inc.		
<b>Street Address:</b>	1954 Innerbelt Business Center Drive		
<b>City:</b>	St. Louis		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63114		
<b>Entity Type:</b>	CORPORATION:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	76333920	BUILD-A-PAGE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(314)345-6060		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	314-345-6000		
<b>Email:</b>	pto-sl@blackwellsanders.com		
<b>Correspondent Name:</b>	Anthony Martin		
<b>Address Line 1:</b>	720 Olive Street		
<b>Address Line 2:</b>	24th Floor		
<b>Address Line 4:</b>	St. Louis, MISSOURI 63101		
<b>NAME OF SUBMITTER:</b>	Anthony Martin		
<b>Signature:</b>	/Anthony Martin/		
<b>Date:</b>	03/18/2005		

OP \$40.00 76333920

Total Attachments: 1

**900021531**

**TRADEMARK  
 REEL: 003049 FRAME: 0254**



# EXHIBIT A

## ASSIGNMENT

WHEREAS, E.K. Success Ltd. ("Assignor"), a corporation duly organized under the laws of the State of New York, having its principal place of business at 261 River Road, Clifton, New Jersey 07014 ("Assignor"), is the owner of U.S. Trademark Application No. 76-333,920, for the mark BUILD-A-PAGE, as well as the goodwill of the business associated therewith:

WHEREAS, BUILD-A-BEAR WORKSHOP, INC. ("Assignee"), a corporation duly organized under the laws of the State of Delaware, having its principal place of business at 1954 Innerbelt Business Center Drive, St. Louis, MO 63114, desires to acquire all right, title and interest in and to the aforesaid trademark, together with the goodwill of the business associated therewith;

NOW, THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers unto Assignee all of its right, title and interest in and to said trademark, together with the goodwill of the business, and the application and any registration thereof, and the right to sue for past infringement thereof.

This Agreement shall inure to the benefit of, and be binding upon, the parties, their heirs, successors and assigns.

Executed effective as of the 10th day of December, 2004.

EK SUCCESS, LTD.

BUILD-A-BEAR WORKSHOP, INC.

By: 

By: 

Name: Chris Skinner

Name: Maxine Clark

Title: CEO

Title: Chief Executive Bear

Date: 12/15/04

Date: 1-17-05