

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
B-Bel Inc.		10/01/2008	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Poof-Slinky, Inc.		
Street Address:	45400 Helm Street, P.O. Box 701394		
City:	Plymouth		
State/Country:	MICHIGAN		
Postal Code:	48170-0964		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3161716	KIDS IN THE KITCHEN	
CORRESPONDENCE DATA			
Fax Number:	(215)540-5818		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215 540 9200		
Email:	sbkita@howsonandhowson.com		
Correspondent Name:	Stanley B. Kita, Howson & Howson LLP		
Address Line 1:	501 Office Center Drive		
Address Line 2:	Suite 210		
Address Line 4:	Fort Washington, PENNSYLVANIA 19034		
ATTORNEY DOCKET NUMBER:	PS/KIDS IN KITCHEN		
NAME OF SUBMITTER:	Stanley B. Kita		
Signature:	/Stanley B. Kita/		
Date:	10/29/2008		

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Total Attachments: 1
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ASSIGNMENT OF U.S. TRADEMARKS

WHEREAS, B-Bel Inc., a Canadian corporation, having its principal place of business at Unit 3 – 45 Beghin Avenue, Winnipeg, Manitoba, Canada R2J 4B9 (hereinafter “ASSIGNOR”), is the owner of the entire right, title and interest, including goodwill, in and to the trademarks for KIDS IN THE KITCHEN and DOLL HOUSE DECORATOR, including U.S. Registration No. 3,161,716 for KIDS IN THE KITCHEN, and the goodwill symbolized by the marks (hereinafter “MARKS”); and


WHEREAS, Poof-Slinky, Inc., a Michigan corporation, having its principal place of business at 45400 Helm Street, P.O. Box 701394 (hereinafter “ASSIGNEE”) acquired ASSIGNOR’S entire right, title and interest in and to the MARKS, and the goodwill symbolized by the MARKS by an Asset Purchase Agreement dated October 1, 2008;

WHEREAS, ASSIGNOR AND ASSIGNEE wish to memorialize the trademark acquisition in an instrument suitable for recording;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, including the covenants and undertakings set forth in the Asset Purchase Agreement dated October 1, 2008, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign and transfer unto ASSIGNEE, ASSIGNOR’S entire right, title and interest in and to said MARKS, together with the entire goodwill of the business symbolized by the MARKS, and the right to prosecute and recover for any past infringements thereof, the same to be held and enjoyed by ASSIGNEE, its successors and assigns, as fully and entirely as the same would have been held by ASSIGNOR had this Assignment not been made.

IN WITNESS WHEREOF, ASSIGNOR has caused this ASSIGNMENT to be executed by its duly authorized officer effective as of the 1st day of October, 2008.

B-Bel, Inc.

By 
Its: president