

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|--|----------------|-------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Spin Master Ltd. | | 05/31/2010 | Limited Company: CANADA |
| RECEIVING PARTY DATA | | | |
| Name: | Moose Enterprise P/L | | |
| Street Address: | 7-13 Ardena Court | | |
| Internal Address: | East Bentleigh | | |
| City: | Melbourne, Victoria | | |
| State/Country: | AUSTRALIA | | |
| Postal Code: | 3165 | | |
| Entity Type: | CORPORATION: AUSTRALIA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77385834 | MAGIC FABRIC | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 5167424366 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 516-742-4343 | | |
| Email: | intprop@ssmp.com | | |
| Correspondent Name: | Keith A. Weltsch | | |
| Address Line 1: | 400 Garden City Plaza | | |
| Address Line 2: | Suite 300 | | |
| Address Line 4: | Garden City, NEW YORK 11530 | | |
| ATTORNEY DOCKET NUMBER: | 2150/1005 | | |
| DOMESTIC REPRESENTATIVE | | | |
| Name: | Keith A. Weltsch | | |

Address Line 1: 300 Garden City Plaza
Address Line 2: Suite 300
Address Line 4: Garden City, NEW YORK 11530

NAME OF SUBMITTER:

Keith A. Weltsch

Signature:

/Keith A. Weltsch/

Date:

10/09/2012

Total Attachments: 2

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ASSIGNMENT

WHEREAS, Spin Master Ltd. (hereinafter the "Assignor"), having a principal office or place of business at 450 Front Street West, Toronto, Ontario, Canada, M5V 1B6, is the owner of the trade-mark registrations and applications listed in the attached Schedule "A" and of the trade-marks shown in the said registrations and applications (hereinafter the "Trade-marks") with the goodwill associated therewith;

AND WHEREAS, Moose Enterprise P/L (hereinafter the "Assignee") having a principal office or place of business at 7-13 Ardena Court, East Bentleigh, Melbourne, Victoria 3165, Australia, is desirous of acquiring all right, title and interest in and to the Trade-marks, together with the goodwill associated therewith;

NOW, THEREFORE, be it known that for and in consideration of the sum of ten dollars (\$10.00), and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby sells, transfers and assigns unto the Assignee all right, title and interest in and to the Trade-marks, together with the goodwill associated therewith. The Assignor warrants and represents that it has not previously transferred or encumbered any of its rights in the said Trade-mark, and that it has full authority to make this Assignment.

The assignee appoints MOFFAT & CO., whose full post office address in Canada is 1200-427 LAURIER AVENUE WEST, P.O. BOX 2088, STATION D, OTTAWA, ONTARIO, CANADA, K1P 5W3, as the person and/or firm or any member of the said firm and any agents they appoint to act on their behalf, as its agent to prosecute this application with full powers of amendment and substitution, to execute any amendment related thereto as well as any amended application, and to represent the applicant with respect to this application, the said agents being authorized to receive the registration certificate on behalf of the applicant.

The assignee appoints MOFFAT & CO., whose full post office address in Canada is 1200-427 LAURIER AVENUE WEST, P.O. BOX 2088, STATION D, OTTAWA, ONTARIO, CANADA, K1P 5W3 as the person and/or firm to whom any notice in respect of the application or registration may be sent, and upon whom service of any proceedings in respect of the application or registration may be given or served with the same effect as if they had been given to or served upon the applicant or registrant.

IN WITNESS WHEREOF the Assignor has caused the Assignment to be executed under the hands of its duly authorized officers.

EXECUTED at TORONTO the day of May, 2010.

Spin Master Ltd.

By: 

Name: CHRIS HARRIS
Title: VP GENERAL COUNSEL

Witness

By: 

Name: IP/CONTRACTS ADMINISTRATOR
Title: JESSICA SPRATLEY

Schedule A

| <u>Trade-mark</u> | <u>Country</u> | <u>Serial No.</u> | <u>Registration No.</u> |
|--|----------------|-------------------|-------------------------|
| THE MAGIC SAND THAT NEVER GETS WET! | Canada | 1,438,602 | |
| MAGIC FABRIC | Canada | 1,412,030 | TMA762,945 |
| MAGIC FABRIC | USA | 77/385,834 | |
| PARTY ANIMALS | Canada | 1,441,594 | |
| PARTY ANIMALS | USA | 77/773,534 | |
| PARTY ANIMALS | CTM | 8550048 | 8550048 |
| PARTY ANIMALS | Mexico | 1013927 | 1110561 |