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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Dolls By Pauline, Inc. Individual(s) Association General Partnership Limited Partnership Corporation-State Delaware Other

2. Name and address of receiving party(ies) Name: Bjanness LLC Internal Address: Street Address: 209 South Grove City: Normal State: Illinois Zip: 6176 Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Other Oregon limited liability company

3. Nature of conveyance: Assignment Merger Security Agreement Change of Name Other Execution Date: 3/7/2002

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 1,202,153 Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Douglas Hancock Internal Address: ipsolon llp Street Address: 805 S.W. Broadway #2740 City: Portland State: Oregon Zip: 97205

6. Total number of applications and registrations involved: 7. Total fee (37 CFR 3.41): \$40.00 Enclosed Authorized to be charged to deposit account 8. Deposit account number: 500241 (Attach duplicate copy of this page if paying by deposit account)

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9. Statement and signature. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Douglas D. Hancock Signature Date: 03/11/2002

Total number of pages including cover sheet, attachments, and document: 2

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Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

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TRADEMARK REEL: 002475 FRAME: 0124

Trademark Assignment

Whereas, Dolls by Pauline, Inc. a Delaware corporation ("Assignor"), is the owner of United States trademark registration number 1,202,153 for the mark DOLLS BY PAULINE; and

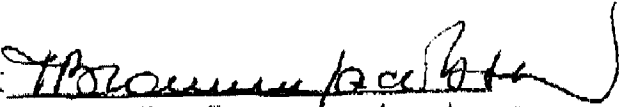
Whereas, Bjonness LLC, an Oregon limited liability company ("Assignee") desires to and has acquired said trademark, the registration therefore, and any and all goodwill associated therewith;

Now, therefore, for good and valuable consideration paid to and received by Assignor, the receipt and sufficiency of which Assignor hereby acknowledges, Assignor hereby sells, assigns and transfers to Assignee and confirms nunc pro tunc the prior sale, assignment and transfer to Assignee, all rights, title and interest in and to the trademark DOLLS BY PAULINE and United States trademark registration Number 1,202,153, said trademark and trademark registration transferred to Assignee together with that portion of the business of Assignor to which said trademark pertains, and any and all goodwill of the business symbolized thereby, and all rights to bring suit for past or future infringement thereof.

Executed at McMinnville, State of OREGON

this 7th day of March, 2002.

Dolls By Pauline, Inc. (Assignor)

By: 
Name: Pauline Bjonness-Jacobsen

Title: President