

10-01-2002

Form PTO-1594
(Rev. 03/01)
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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):

KAJERO, LLC

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other

9-26-02

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

2. Name and address of receiving party(ies)

Name: TY INC.

Internal

Address:

Street Address: 280 CHESTNUT

City: WESTMONT State: IL Zip: 60559

Individual(s) citizenship

Association

General Partnership

Limited Partnership

Corporation-State

Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other

Execution Date: 09/24/2002

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

SN 75-892,387

B. Trademark Registration No.(s)

2,478,625

Additional number(s) attached Yes No

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

Name: SCOTT E. ROGERS

Internal Address:

Street Address: 280 CHESTNUT

City: WESTMONT State: IL Zip: 60559

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

SCOTT E. ROGERS

Name of Person Signing

[Signature]

Signature

09-24-2002

Date

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

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: 002590 FRAME: 0939

Trademark Assignment

WHEREAS, Kajero, LLC, a Delaware Limited Liability Company, with its principal place of business at 70 W. Madison, Suite 2800, Chicago, IL 60602 ("Assignor"), has adopted, owns and is using the Mark THE BEGINNING ("the Mark") in connection with the following goods and/or services: Plush Toys; and

WHEREAS, Assignor owns a federal registration for the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein, Registration No. 2,478,625, registered on August 14, 2001; and

WHEREAS, Ty Inc., a Delaware Corporation, with its principal place of business at 280 Chestnut, Westmont, Illinois 60559 ("Assignee"), desires to acquire the Mark and the above-referenced Registration:

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the registration thereof.

KAJERO, LLC

BY: *[Signature]*

NAME: Scott E. Rogers

TITLE: Secretary

Dated effective as of: 09/24/2002

SUBSCRIBED and SWORN to before me this 26th of September, 2002

[Signature]
NOTARY PUBLIC

My Commission Expires: 06/26/05

