

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TOMY CORPORATION		02/04/2004	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	TOMY COMPANY, LTD.
Street Address:	9-10 Tateishi 7-chome
City:	Katsushika-ku, Tokyo
State/Country:	JAPAN
Entity Type:	CORPORATION: JAPAN

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	76224689	FASHION PLATES

CORRESPONDENCE DATA

Fax Number: (202)434-1501
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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ATTORNEY DOCKET NUMBER:	78.2301
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DOMESTIC REPRESENTATIVE

Name: STAAS & HALSEY LLP
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CH \$40.00 76224689

NAME OF SUBMITTER:

David E. Weslow

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, TOMY CORPORATION ("Assignor"), a corporation organized and existing under the laws of the State of Delaware with offices at 4695 MacArthur Court, Suite 130, Newport Beach, California 92660, has adopted, used and is using the mark FASHION PLATES, which is subject to a pending application for registration in the United States Patent and Trademark Office under application serial number 76/224,689;

WHEREAS, TOMY COMPANY, LTD. ("Assignee"), a corporation organized and existing under the laws of Japan with offices at 9-10 Tateishi 7-chome, Katsushika-ku, Tokyo, Japan, is desirous of acquiring said mark and application.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to said FASHION PLATES mark, together with the good will of the business symbolized by the mark, and the above identified application for registration thereof, assigned application serial number 76/224,689 by the United States Patent and Trademark Office.

TOMY CORPORATION

By: 

Name: Masaru Tomiyama

Title: Vice President

Executed this 4 day of Feb, 2004.