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

Tab settings

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

1. Name of conveying party(ies):

Mascolo Brothers Limited

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State, Other United Kingdom company

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

3. Nature of conveyance:

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

Execution Date: 08/11/2000

2. Name and address of receiving party(ies)

Name: Toni & Guy (USA) Limited

Internal

Address:

Street Address: 19 Doughty

City: London, England State: Zip: WC1N 2PL

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State, Other United Kingdom company

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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2742646

Additional number(s) attached Yes No

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

Name: Carstens, Yee & Cahoon, L.L.P

Internal Address: c/o David W. Carstens

P.O. Box 802334

Street Address:

City: Dallas State: TX Zip: 75380

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:

50-0392

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9. Signature.

David W. Carstens

Name of Person Signing

Signature

August 12, 2003

Date

Total number of pages including cover sheet, attachments, and document: 4

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: 002802 FRAME: 0478

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Mascolo Brothers Ltd.
 Serial No.: 75/934895
 Mark: Girl Toys
 Filing Date: March 3, 2000
 Attorney Docket No.: ATIGI.0197

Assistant Commissioner for Trademarks
 2900 Crystal Drive
 Arlington, VA 22202-3513

TRADEMARK ASSIGNMENT

This Trademark Assignment is made the 11 day of August, 2000, by Mascolo Brothers Ltd. (“Assignors”) and Toni & Guy (USA) Limited, a corporation organized under the laws of the United Kingdom, (“Assignee”).

WHEREAS, Assignors have used and are the owners of the trademark “Girl Toys”, together with common law rights therein (hereinafter, the “Trademark”); and


WHEREAS, the Trademark is the subject of U.S. Serial No.75/934895 ; and

WHEREAS, Assignors have agreed to assign to Assignee all rights of Assignors in the Trademark, including all property, right, title and interest in and to the Trademark, and the goodwill associated therewith;

NOW THIS DEED WITNESSETH AS FOLLOWS:

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors hereby assign and convey to Assignee all Assignors’ rights in the Trademark, including all property, right, title, and interest in and to the Trademark, and the registration and application for registration described herein, the common law rights therein, the goodwill associated with the business in which the Trademark is used, and the right to recover for past infringements thereof; and to collect any royalty thereof; to hold the same unto Assignee absolutely.

IN WITNESS WHEREOF, Assignors have executed this Assignment on the date and year first written above.

By: 
Bruno Mascolo

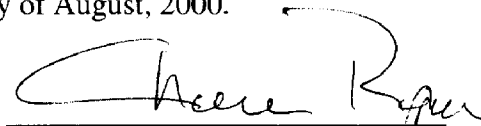
STATE OF TEXAS

BEFORE ME, on this day, personally appeared Bruno Mascolo, known by me to be the person whose name is subscribed to the foregoing instrument, and acknowledged that he executed the same for the purposes and consideration therein expressed.

Subscribed to and sworn to before me this 11 day of August, 2000.

My Commission Expires:

Aug. 20, 2002


Notary Public

