

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
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|                       |  |
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| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |
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|                             |                 |                       |                                  |
|-----------------------------|-----------------|-----------------------|----------------------------------|
| <b>CONVEYING PARTY DATA</b> |                 |                       |                                  |
| <b>Name</b>                 | <b>Formerly</b> | <b>Execution Date</b> | <b>Entity Type</b>               |
| HSN LP                      |                 | 10/12/2004            | LIMITED<br>PARTNERSHIP: DELAWARE |

|                             |  |
|-----------------------------|--|
| <b>RECEIVING PARTY DATA</b> |  |
| <b>Name:</b>                | Hong Kong City Toys Factory Limited      |
| <b>Street Address:</b>      | 701-5, Silvercord Tower 1 30 Canton Road |
| <b>City:</b>                | Kowloon                                  |
| <b>State/Country:</b>       | HONG KONG                                |
| <b>Entity Type:</b>         | CORPORATION: HONG KONG                   |

|                                  |               |                  |
|----------------------------------|---------------|------------------|
| <b>PROPERTY NUMBERS Total: 1</b> |               |                  |
| <b>Property Type</b>             | <b>Number</b> | <b>Word Mark</b> |
| Registration Number:             | 1918157       | SPECIAL WELCOME  |

|  |                             |
|--|-----------------------------|
| <b>CORRESPONDENCE DATA</b>   |                             |
| Fax Number:  | (212)261-9864               |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                             |
| Phone:   | 212-541-2064                |
| Email:   | tjbraverman@bryancave.com   |
| Correspondent Name:  | Todd Braverman              |
| Address Line 1:  | 1290 Avenue of the Americas |
| Address Line 2:  | Bryan Cave LLP              |
| Address Line 4:  | New York, NEW YORK 10104    |

|                         |                      |
|-------------------------|----------------------|
| ATTORNEY DOCKET NUMBER: | 0162944 - ASSIGNMENT |
|-------------------------|----------------------|

|                                |                             |
|--------------------------------|-----------------------------|
| <b>DOMESTIC REPRESENTATIVE</b> |                             |
| Name:                          | Todd Braverman              |
| Address Line 1:                | 1290 Avenue of the Americas |
| Address Line 2:                | Bryan Cave LLP              |
| Address Line 4:                | New York, NEW YORK 10104    |

CH \$40.00 1918157

NAME OF SUBMITTER:

Todd Braverman

Total Attachments: 1

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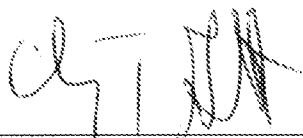
**ASSIGNMENT OF U.S. TRADEMARK**

WHEREAS, HSN LP, a Delaware limited partnership ("Assignor"), is the owner/assignee of U.S. Trademark Registration No. 1,918,157 for the mark SPECIAL WELCOME for "dolls, doll clothing and doll accessories" as evidenced by an assignment recorded in the United States Patent and Trademark Office on May 31, 2001, at reel/frame 002310/0159; and

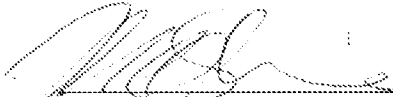
WHEREAS, Hong Kong City Toys Factory Limited ("Assignee") desires to acquire the entire right, title and interest in, to and under said Mark, including the right to bring actions for infringement of the Mark occurring prior to the date of this Assignment;

NOW, THEREFORE, for good and valuable consideration, legal sufficiency of which is hereby acknowledged by Assignor, Assignor does hereby assign, transfer and set over to said Assignee all its right, title and interest in, to and under said Mark, together with the goodwill of the business symbolized by the Mark, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment had not been made.

HSN LP

By:   
CHRISTOPHER T. GASSETT  
Assistant Secretary

Sworn to and subscribed before me this 12<sup>th</sup> day of October, 2004.

  
Notary Public

