

FORM PTO-1594 (Modified)  
(Rev. 10/02)  
OMB No. 0851-0027 (exp. 6/30/2006)  
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TM06/REV03

RECORDATION FORM COVER SHEET

Docket No.:

TRADEMARKS / SERVICE MARKS ONLY

04-0690

Tab settings

To the Director of the United States Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

APPLAUSE, LLC

- Individual(s)
- General Partnership
- Corporation-State
- Other Limited Liability Company of Delaware

Additional names(s) of conveying party(ies)  Yes  No

2. Name and address of receiving party(ies):

Name: RUSS BERRIE AND COMPANY, INC.

Internal Address: \_\_\_\_\_

Street Address: 111 Bauer Drive

City: Oakland State: NJ ZIP: 07436

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

If assignee is not domiciled in the United States, a domestic designation is  Yes  N  
(Designations must be a separate document from Additional name(s) & address(es)  Yes  N

3. Nature of conveyance:

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

Execution Date: October 26, 2004

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

A. Trademark / Service Mark Application No.(s)

B. Trademark / Service Mark Registration No.(s)

1,223,558      1,190,130  
1,251,348      1,230,618

Additional numbers  Yes  No

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

Name: Stewart L. Gitler

Internal Address: HOFFMAN, WASSON & GITLER, P.C.

Street Address: 2461 South Clark Street

Suite 522 - Crystal Center 2

City: Arlington State: VA ZIP: 22202

6. Total number of applications and registrations involved:.....

4

7. Total fee (37 CFR 3.41):.....\$ \$115.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

08-2455

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.

Stewart L. Gitler

Name of Person Signing

Signature

10-28-2004

Date

Total number of pages including cover sheet, attachments, and

2

Mail documents to be recorded with required cover sheet information to:

Mail Stop Recordation Services  
Director of the United States Patent and Trademark Office  
P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK

700126852

REEL: 002965 FRAME: 0199

CH \$115.00 082455 1223558

ASSIGNMENT OF UNITED STATES TRADEMARKS

WHEREAS, APPLAUSE, LLC, a Delaware Limited Liability Company having its principal offices at 23942 Lyons Avenue, Newhall, California 91321, has adopted, used, is using and is the owner of the following trademarks now the subject of registrations in the United States Patent and Trademark Office:

TRADEMARKS	REG. NO.	DATE OF REGISTRATION
APPLAUSE	1,223,558	January 11, 1983
APPLAUSE (Design)	1,251,348	September 13, 1983
APPLAUSE (Design)	1,190,130	February 16, 1982
EVERYONE LOVES TO GET APPLAUSE	1,230,618	March 8, 1983

WHEREAS, RUSS BERRIE AND COMPANY, INC., a New Jersey corporation having its principal offices at 111 Bauer Drive, Oakland, New Jersey 07436, is desirous of acquiring any and all rights that APPLAUSE, LLC may have in and to the said trademarks and the registrations therefore, together with the goodwill in connection with which said trademarks are used and which is symbolized by the said trademarks, along with the right to recover for damages and profits for past and future infringements thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, APPLAUSE, LLC does hereby assign to RUSS BERRIE AND COMPANY, INC. all right, title and interest in and to the said trademarks and registrations, together with the goodwill in connection with which the said trademarks are used and which is symbolized by the said trademarks, along with the right to recover for damages and profits for past and future infringements thereof.

APPLAUSE, LLC

Signed at Los Angeles,  
California, this

26th day of October, 2004

Signature

David Socha

Name

Manager

Title

RUSS BERRIE AND COMPANY, INC.

Signed at Oakland,  
New Jersey, this

26th day of October, 2004

Signature

Arnold Bloom

Name

Vice President

Title