

01-19-2005

DEPARTMENT OF COMMERCE
Patent and Trademark Office

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102922216

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

Geoffrey, Inc.

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

Citizenship (see guidelines) Delaware

Execution Date(s) December 2, 2004

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

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

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: BuilderBlox, Inc.

Internal Address: _____

Street Address: 17203 Spring Meadow Drive

City: Chapel Hill

State: North Carolina

Country: US Zip: 27517

Association Citizenship _____

General Partnership Citizenship _____

Limited Partnership Citizenship _____

Corporation Citizenship North Carolina

Other Citizenship _____

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)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,440,729

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):
BLOCK BUILDERS (Toy blocks)

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

Name: Mark W. Ishman, Esq.

Internal Address: Stark Law Group, PLLC

Street Address: 5925 Farrington Road

City: Chapel Hill

State: North Carolina Zip: 27517

Phone Number: (919) 490-5550

Fax Number: (919) 490-5551

Email Address: mishman@ishmanlaw.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____ Expiration Date _____

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:

Mark W. Ishman
Signature

1/11/05
Date

Mark W. Ishman, Esq. - Attorney for Receiving Party

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 3

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

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TRADEMARK
REEL: 003104 FRAME: 0395

TRADEMARK ASSIGNMENT

WHEREAS, Geoffrey, Inc., a Delaware corporation with its principal place of business at One Geoffrey Way, Wayne, New Jersey 07470 ("Assignor"), has adopted, used and was using the trademark set forth in Schedule A (the "Mark"), for which it owned a registration in the United States Patent and trademark Office; and

WHEREAS, BuilderBlox, Inc., a North Carolina corporation, with an address at 17203 Spring Meadow Drive, Chapel Hill, NC 27517 ("Assignee") is desirous of acquiring the Mark and registration thereof.

NOW, THEREFORE, for One Thousand Dollars (\$1,000) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the registration thereof.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed by a duly authorized officer and delivered effective as of this 2nd day of December 2004.

GEOFFREY, INC.

By: 

Name: Thomas DeLuca

Title: Vice President – Product Development and
Safety Assurance

By: 

Name: Michael L. Tumolo

Title: Vice President – Real Estate Counsel

SCHEDULE "A"

<u>Mark</u>	<u>U.S. Registration Number</u>	<u>Registration Date</u>
BLOCK BUILDERS	1,440,729	May 26, 1987

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