

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mayo International Pty Ltd.		09/03/2004	CORPORATION: AUSTRALIA
RECEIVING PARTY DATA			
Name:	Plush Puppy Pty Ltd.		
Street Address:	24 Rutland Road		
City:	Box Hill, Victoria		
State/Country:	AUSTRALIA		
Postal Code:	3128		
Entity Type:	CORPORATION: AUSTRALIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78235740	PLUSH PUPPY	
CORRESPONDENCE DATA			
Fax Number:	(617)439-4170		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6174394444		
Email:	trademark@edwardsangell.com		
Correspondent Name:	Christine C. O'Day		
Address Line 1:	101 Federal Street		
Address Line 4:	Boston, MASSACHUSETTS 02110		
DOMESTIC REPRESENTATIVE			
Name:	Christine C. O'Day, Edwards & Angell		
Address Line 1:	101 Federal Street		
Address Line 4:	Boston, MASSACHUSETTS 02110		
NAME OF SUBMITTER:	Christine C. O'Day		

OP \$40.00 78235740

Signature:

/Christine C. O'Day/

Date:

06/23/2005

Total Attachments: 2

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I hereby certify that this and the attached page(s) constitutes a true and correct copy of the original document.

ASSIGNMENT



THIS DEED made the 3rd day of September, two thousand and one, at Melbourne, Victoria 3101
ROBERT C. KELSON
A Current Practitioner within the meaning of the Legal Practice Act 1996.

BETWEEN MAYO INTERNATIONAL PTY LTD, ACN 006 124 063, of 24 Rutland Road, Box Hill, Victoria 3128, Australia (hereinafter called "the Assignor") of the one part

AND PLUSH PUPPY PTY LTD, ACN 082 795 837, of 24 Rutland Road, Box Hill, Victoria 3128, Australia (hereinafter called "the Assignee") of the other part:

WHEREAS the Assignor is the owner of Australian Trade Mark Registration No. 735879, particulars of which are set out in Schedule A hereto (hereinafter referred to as "the said Trade Mark Registration").

WHEREAS the Assignor has applied for registration of certain trade marks in Canada and the United States of America, particulars of which are set out in Schedule B hereto (hereinafter referred to as "the said Trade Mark Applications")

AND WHEREAS the Assignor has agreed with the Assignee for certain valuable consideration to assign and transfer to the Assignee the said Trade Mark Registration and the said Trade Mark Applications together with the goodwill of the business of the Assignor concerned in the goods in respect of which the said Trade Mark Registration is registered and the said Trade Mark Applications are to be registered

NOW THIS DEED WITNESSETH that in pursuance of the said agreement and for the consideration mentioned paid by the Assignee to the Assignor (the receipt of which the Assignor doth hereby acknowledge) the Assignor doth hereby assign and transfer unto the Assignee the said Trade Mark Registration and the said Trade Mark Applications together with the goodwill of the business of the Assignor concerned in the goods in respect of which the said Trade Mark Registration is registered and the said Trade Mark Applications are to be registered to hold the same unto the Assignee absolutely

TOGETHER WITH full power sole right and authority to the Assignee to apply for and obtain entry of its name in the Register of Trade Marks in Australia as owner of the said Trade Mark Registration and in the Registers of Trade Marks in Canada and the United States of America as owner of the registrations which issue from the said Trade Mark Applications

AND the Assignor and Assignee mutually covenant and agree that the Assignor shall execute any and all documents which it may be called upon to execute in order to give full effect to this assignment

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TRADEMARK

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