

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Promotional Resources Group of Companies, Inc.		05/20/2005	CORPORATION: KANSAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Kid Stuff Marketing, Inc.		
<b>Street Address:</b>	West Forbes Park, Building B-1		
<b>City:</b>	Topeka		
<b>State/Country:</b>	KANSAS		
<b>Postal Code:</b>	66619		
<b>Entity Type:</b>	CORPORATION: KANSAS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2417310	A REALLY COOL COMPANY THAT MAKES REALLY COOL STUFF FOR REALLY COOL KIDS.	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(913)339-6061		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(913) 339-9666		
<b>Email:</b>	debbied@usapatlaw.com		
<b>Correspondent Name:</b>	D. A. N. Chase		
<b>Address Line 1:</b>	4400 College Blvd., Suite 130		
<b>Address Line 4:</b>	Overland Park, KANSAS 66211		
<b>NAME OF SUBMITTER:</b>	D. A. N. Chase		
<b>Signature:</b>	/s/D. A. N. Chase		
<b>Date:</b>	07/28/2005		

OP \$40.00 2417310

Total Attachments: 2

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ASSIGNMENT

WHEREAS, PROMOTIONAL RESOURCES GROUP OF COMPANIES, INC., a Kansas corporation, has adopted and used a mark which is registered in the United States Patent and Trademark Office, A REALLY COOL COMPANY THAT MAKES REALLY COOL STUFF FOR REALLY COOL KIDS, Registration No. 2,417,310, dated January 2, 2001; and

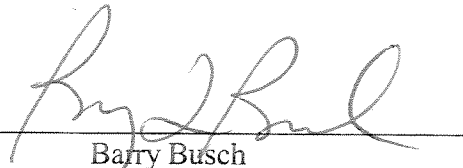
WHEREAS, KID STUFF MARKETING, INC., a Kansas corporation, of West Forbes Park, Building 2704 B-1, P. O. Box 19235, Topeka, Kansas 66619 is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said PROMOTIONAL RESOURCES GROUP OF COMPANIES, INC. does hereby assign unto the said KID STUFF MARKETING, INC., all of its right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above-identified registration thereof.

DATED this 20<sup>th</sup> day of May, 2005.

PROMOTIONAL RESOURCES GROUP  
OF COMPANIES, INC.

By

  
Barry Busch

Title: Chief Executive Officer

STATE OF KANSAS        )  
  ) ss.  
COUNTY OF SHAWNEE    )

On this 30<sup>th</sup> day of May, 2005, before me personally  
appeared Barry Busch, the person who signed this instrument, who acknowledged that he signed  
it as a free act on behalf of the identified corporation with authority to do so.

Diane S. Kathrens  
Notary Public

SEAL        Diane S. Kathrens  
Notary Public  
State of Kansas  
My Appt. Expires 02/11/07

My Commission Expires:  
02/11/07