

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	08/08/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Mr. Matthew P.D. Brown		08/08/2005	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Big Boing Toys, LLC
Street Address:	5515 Doyle Street, Suite 20
City:	Emeryville
State/Country:	CALIFORNIA
Postal Code:	94512
Entity Type:	Limited Liability Company: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2979070	GET-UP

CORRESPONDENCE DATA

Fax Number: (650)833-2001
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 650 833-2170
 Email: karl.hamel@dlapiper.com
 Correspondent Name: Allyn Taylor
 Address Line 1: 2000 University Ave
 Address Line 4: East Palo Alto, CALIFORNIA 94303

NAME OF SUBMITTER:	Allyn Taylor
Signature:	/Allyn Taylor/
Date:	09/02/2005

OP \$40.00 2979070

Total Attachments: 1
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ASSIGNMENT OF TRADEMARK

WHEREAS, Matthew P.D. Brown, an individual with a principal address at 5515 Doyle Street, Suite 20, Emeryville, California, United States, 94512, is the owner of the following trademark (the "Trademark") for which is now registered at the United States Patent and Trademark Office:


<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
GET-UP	2979070	July 26, 2005

WHEREAS, Big Boing Toys, LLC, a California limited liability company having its principal place of business at 5515 Doyle Street, Suite 20, Emeryville, California, United States, 94512, is desirous of acquiring said Trademark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Matthew P.D. Brown, an individual, hereby assigns to Big Boing Toys, LLC, a California limited liability company, all right, title and interest in the United States in and to said Trademark together with the goodwill of the business symbolized by said Trademark Application to register the Trademark.

The Commissioner of Patents and Trademarks is requested to issue the certificates of registration to the Assignee.

IN TESTIMONY WHEREOF, Assigned has executed this Assignment effective as of 8/18/2005

By: 
Name: Matthew P.D. Brown
Title: Co-CEO

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