

**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>
Lee Middleton Original Dolls, Inc.		08/30/2005	CORPORATION: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Roberta Lee Middleton Urick Copyrights Trust		
<b>Street Address:</b>	717 Middle Street		
<b>Internal Address:</b>	c/o Daniel Middleton, Trustee		
<b>City:</b>	Belpre		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45714		
<b>Entity Type:</b>	Trust:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76479657	MIDDLETON PLAYBABIES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)533-9033		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	202-467-8810		
<b>Email:</b>	behogue@vssp.com, cmamron@vssp.com		
<b>Correspondent Name:</b>	Cory M. Amron, Esquire		
<b>Address Line 1:</b>	1828 L Street, NW		
<b>Address Line 2:</b>	11th Floor		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20036		
<b>NAME OF SUBMITTER:</b>	Cory M. Amron		
<b>Signature:</b>	/cory m amron/		
<b>Date:</b>	09/08/2005		

CH \$40.00 76479657

Total Attachments: 2  
source=middle#page1.tif  
source=middle#page2.tif

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made as of the 30 day of August, 2005 by Lee Middleton Original Dolls, Inc., a Wisconsin corporation, having a principal place of business at 480 Olde Worthington Road, Westerville, Ohio 43082 ("Assignor") to the Trustees of the Roberta Lee Middleton Urick Copyrights Trust ("Assignee").

WHEREAS, Assignor and Assignee are parties to a Trademark License Agreement, dated as of March 8, 2005 (the "Agreement") providing for the execution and delivery of this Assignment by Assignor to Assignee.

WHEREAS, Assignor has certain trademark rights in the name "MIDDLETON PLAYBABIES" (U.S. Serial No. 76/479,657) (the "Assigned Trademark"); and

WHEREAS, Assignor desires to grant an assignment of all of Assignor's right, title and interest in and to the Assigned Trademark to Assignee;

NOW, THEREFORE, for good and valuable consideration (including that recited in the Agreement), the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

Assignor does hereby sell, convey, transfer, assign and deliver to Assignee all right, title and interest of Assignor in and to the Assigned Trademark, together with the goodwill symbolized by said Assigned Trademark.

At any time after the execution of this Assignment, Assignor shall promptly execute, acknowledge and deliver any other documents reasonably requested by Assignee necessary to evidence or record such assignment.

*[Signature Page Follows]*

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of the date first written above.

LEE MIDDLETON ORIGINAL  
DOLLS, INC.

By: *Kenneth A. Werner, Jr.*  
Name: Kenneth A. Werner, Jr.  
Title: President

State of Wisconsin)  
) ss.  
County of Waukesha

The foregoing instrument was acknowledged before me this 30<sup>th</sup> day of August, 2005  
by Kenneth A. Werner, Jr., President of Lee Middleton Original  
Dolls, Inc.

Notary Public Signature: *Mary M. Block*  
My Commission Expires: 5/24/09

