

**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>
Big Boing Toys, LLC		01/30/2006	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Cranium, Inc.		
<b>Street Address:</b>	2025 First Avenue, Suite 600		
<b>City:</b>	Seattle		
<b>State/Country:</b>	WASHINGTON		
<b>Postal Code:</b>	98121		
<b>Entity Type:</b>	CORPORATION: WASHINGTON		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2979070	GET-UP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(206)224-0779		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2066828100		
<b>Email:</b>	efiling@cojk.com		
<b>Correspondent Name:</b>	Christensen O'Connor Johnson Kindness		
<b>Address Line 1:</b>	1420 Fifth Avenue, Suite 2800		
<b>Address Line 4:</b>	Seattle, WASHINGTON 98101		
<b>ATTORNEY DOCKET NUMBER:</b>	DIAC233372		
<b>NAME OF SUBMITTER:</b>	Everett E. Fruehling		
<b>Signature:</b>	/Everett E. Fruehling/		
<b>Date:</b>	03/20/2006		

CH \$40.00 2979070

Total Attachments: 2  
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**CRANIUM, INC., BIG BOING TOYS, LLC AND BIG BANG IDEAS, LLC  
ASSET PURCHASE AGREEMENT**

**EXHIBIT C**

**BIG BOING TOYS, LLC TRADEMARK ASSIGNMENT AGREEMENT**

WHEREAS, Big Boing Toys, LLC, a California limited liability corporation, having the business address of 5515 Doyle Street, # 20, Emeryville, CA 94512 (hereinafter the "Assignor"), adopted and used the mark GET-UP which was registered in the United States Patent and Trademark Office, U.S. Trademark Registration No. 2,979,070, dated July 26, 2005; and

WHEREAS, Cranium, Inc., a Washington corporation, having the business address of 2025 First Avenue, Suite 600, Seattle, WA 98121 (hereinafter the "Assignee"), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for sufficient, good, and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee its entire right and title to and interest in said trademark and said registration, together with the goodwill of the business associated with the trademark.

Executed effective this 30<sup>th</sup> day of January, 2006.

Big Boing Toys, LLC



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

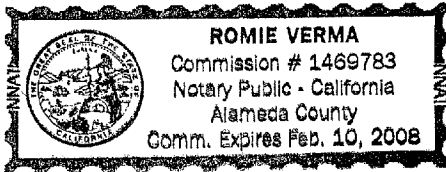
Big Boing Toys, LLC



By: Adam DeVito  
Title: Co-CEO

STATE OF CALIFORNIA )  
 )  
COUNTY OF *Alameda* )

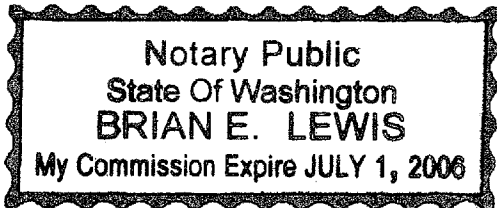
On this *27* day of January, 2006, Matthew P.D. Brown personally appeared before me, known to me to be the individual named above who executed the within and foregoing instrument, and acknowledged that he signed the same as his free and voluntary act and deed, for the uses and purposes therein mentioned.



*Romie Verma*  
\_\_\_\_\_  
Notary Public  
My commission expires: *Feb 10, 2008*

STATE OF WASHINGTON )  
 )  
COUNTY OF KING )

On this 30<sup>th</sup> day of January, 2006, Adam DeVito personally appeared before me, known to me to be the individual named above who executed the within and foregoing instrument, and acknowledged that he signed the same as his free and voluntary act and deed, for the uses and purposes therein mentioned.



*[Signature]*  
\_\_\_\_\_  
Notary Public  
My commission expires July 1, 2006

Acknowledged by:  
**ASSIGNEE:**  
Cranium, Inc.

By: *[Signature]*  
\_\_\_\_\_  
Richard Tait, CEO