

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Chorion Trading Limited		07/27/2006	Limited Liability Company: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	THOIP
Street Address:	Aldwych House, 81 Aldych
Internal Address:	4th Floor
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	WC2B 4HN
Entity Type:	COMPANY: UNITED KINGDOM

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78666751	MR.MEN LITTLE MISS

CORRESPONDENCE DATA

Fax Number: (310)231-8311
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (310) 321-2000
 Email: skb@msk.com
 Correspondent Name: Steve Bevins/Mitchell Silberberg & Knupp
 Address Line 1: 11377 West Olympic Boulevard
 Address Line 4: Los Angeles, CALIFORNIA 90064-1683

ATTORNEY DOCKET NUMBER:	CHORION
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DOMESTIC REPRESENTATIVE

Name: Evan M. Kent
 Address Line 1: 11377 West Olympic Boulevard

OP \$40.00 78666751

Address Line 4: Los Angeles, CALIFORNIA 90064-1683

NAME OF SUBMITTER:

Lucy B. Arant

Signature:

/LBA012362/

Date:

08/01/2006

Total Attachments: 2

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ASSIGNMENT

THIS ASSIGNMENT is made this 27th day of JULY 2006

BETWEEN:

Chorion Trading Limited, a company organised and existing under the laws of England & Wales, UK and of 4th Floor Aldwych House, 81 Aldwych, London, WC2B 4HN, UK (hereinafter referred to as "the Assignor")

AND

THOIP, a company organised and existing under the laws of England & Wales, UK and of 4th Floor, Aldwych House, 81 Aldwych, London, WC2B 4HN, UK (hereinafter referred to as "the Assignee")

WHEREAS:

- A. The Assignor is the Owner of US Trade Mark Application number 78/666751 to register the mark Mr Men and Little Miss & device ("the Mark").
- B. The parties hereto have agreed that the Marks shall be transferred by the Assignor to the Assignee on the terms set out in this Assignment.

NOW IT IS HEREBY AGREED:

1. In consideration of the sum of US\$1 (one US dollar) now paid by the Assignee to the Assignor (the receipt and sufficiency of which are hereby acknowledged by the Assignor) the Assignor with full title guarantee assigns to the Assignee absolutely and free from all licences, charges or other encumbrances the Mark TOGETHER WITH all rights of action, powers and benefits arising or accrued in relation thereto and together with the goodwill of

the business symbolized by the mark and the above identified application.

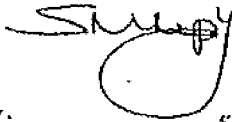
2. The Assignee hereby accepts such Assignment.
3. At the request and cost of the Assignee the Assignor shall execute all such deeds and documents and do all such acts as may be reasonably necessary for the carrying out of this Agreement and to formally register this Assignment at the national Patent Office.
4. The parties hereto agree that this Assignment shall be governed by and construed and take effect in accordance with English law and hereby submit to the exclusive jurisdiction of the English Courts.

THIS ASSIGNMENT has been entered into on the date shown at the beginning hereof.

EXECUTED FOR and on behalf of the said:
Chorion Trading Limited
in accordance with the laws of its incorporation

EXECUTED FOR and on behalf of the said:
THOIP
in accordance with the laws of its
incorporation.

X
SM



BY:S. E. MURPHY
POSITION:DIRECTOR.....

SM



BY:S. E. MURPHY
POSITION:DIRECTOR.....