

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Kirkbi A/S | | 08/14/2006 | CORPORATION: DENMARK |
| RECEIVING PARTY DATA | | | |
| Name: | Geoffrey, Inc. | | |
| Street Address: | One Geoffrey Way | | |
| City: | Wayne | | |
| State/Country: | NEW JERSEY | | |
| Postal Code: | 07470 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3067358 | PLAY ON | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (212)541-9864 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 212-541-2064 | | |
| Email: | toysuspto@bryancave.com | | |
| Correspondent Name: | Todd J. Braverman | | |
| Address Line 1: | 1290 Avenue of the Americas | | |
| Address Line 4: | New York, NEW YORK 10104 | | |
| ATTORNEY DOCKET NUMBER: | 0197361 | | |
| NAME OF SUBMITTER: | Patricia L. Werner | | |
| Signature: | /patricialwerner/ | | |
| Date: | 08/29/2006 | | |

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Total Attachments: 1
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ASSIGNMENT OF TRADEMARK


WHEREAS, Kirkbi A/S (hereinafter "Kirkbi"), a Denmark corporation having a place of business at Koldingvej 2, 7190 Billund, Denmark, is the owner of a United States trademark registration for the mark PLAY ON, Registration No. 3,067,358.

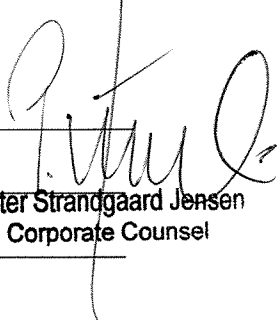
WHEREAS, Geoffrey, Inc. (hereinafter "Geoffrey"), a Delaware corporation having a place of business at One Geoffrey Way, Wayne, New Jersey 07470 is desirous of acquiring all of Kirkbi's rights in and to the mark PLAY ON, including, without limitation, Registration No. 3,067,358 and all goodwill attached thereto.

NOW THEREFORE, in consideration of and in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Kirkbi on behalf of itself and all companies and business entities operated and controlled by it does hereby assign, transfer and grant to Geoffrey the entire right, title and interest in and to the trademark PLAY ON, including, without limitation, U.S. Trademark Registration No. 3,067,358, and all goodwill attached thereto or associated therewith.

Date: 14 AUG. 2006, 2006

KIRKBI A/S

By:  _____

Name: Peter Kjar  _____

Title: Deputy General Counsel Peter Strandgaard Jensen
Corporate Counsel

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