

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FM Rocks Kids, Inc.		10/27/2005	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	Playdate Kids Publishing, Inc.
Street Address:	24818 Pacific Coast Highway
City:	Malibu
State/Country:	CALIFORNIA
Postal Code:	90265
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Serial Number:	78742084	THE PLAYDATE KIDS
Serial Number:	78742080	GRANDMA LILLY O'BRIEN
Serial Number:	78742135	GRANDPA TIM O'BRIEN
Serial Number:	78742136	MELISSA O'BRIEN
Serial Number:	78742133	DANNY O'BRIEN
Serial Number:	78742156	MONA LISA NOVA
Serial Number:	78742138	OSCAR NOVA
Serial Number:	78742159	SANTOS NOVA
Serial Number:	78742127	SCOOTCH NOVA
Serial Number:	78742155	TREY MCCOOL
Serial Number:	78742131	COSMOS MCCOOL
Serial Number:	78742160	DARNETTE MCCOOL
Serial Number:	78742154	RON GREENBLATT
Serial Number:	78742125	PING GREENBLATT

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Serial Number:	78742078	DAKOTA GREENBLATT
Serial Number:	78742129	BARBI DEL SALVADOR

CORRESPONDENCE DATA

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NAME OF SUBMITTER:	Jennifer L. Webber
Signature:	/Jennifer L. Webber/
Date:	09/27/2006

Total Attachments: 2
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TRADEMARK ASSIGNMENT - NUNC PRO TUNC

WHEREAS, FM Rocks Kids, Inc., a California corporation, owns the pending federal intent-to-use trademark/service mark applications filed with the United States Patent and Trademark Office identified on Schedule A attached hereto;

WHEREAS, Playdate Kids Publishing, Inc., a California corporation, having its principal place of business at 24818 Pacific Coast Highway, Malibu, California 90265 is desirous of acquiring said marks and applications;

WHEREAS, Playdate Kids Publishing, Inc., an ongoing and existing business, is a successor to the applicant's business and/or portion of the business to which the mark pertains;

NOW THEREFORE, for good and valuable consideration set forth, the receipt of which is hereby acknowledged, FM Rocks Kids, Inc., hereby assigns to Playdate Kids Publishing, Inc. all right, title and interest in and to said trademark/service marks and registrations thereof, together with the goodwill of the business symbolized by said trademark/service marks, effective as of October 27, 2005.

Executed this 25 day of September, 2006, at 11:00AM Los Angeles

FM ROCKS KIDS, INC.

By: Tena Fanning
Name: Tena Fanning
Title: President

Schedule A

Application No.	Mark	Class	Filing Date
78/742084	THE PLAYDATE KIDS	9	10/27/2005
78/742080	GRANDMA LILLY O'BRIEN	9	10/27/2005
78/742135	GRANDPA TIM O'BRIEN	9	10/27/2005
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78/742129	BARBI DEL SALVADOR	9	10/27/2005