

TRADEMARK ASSIGNMENT

Electronic 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
FM Rocks Kids, Inc.		01/20/2006	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: 1			
Property Type	Number	Word Mark	
Serial Number:	78795799	THE PLAYDATE KIDS	
CORRESPONDENCE DATA			
Fax Number:	(310)824-9696		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(310) 824-5555		
Email:	doctetla@fulpat.com		
Correspondent Name:	John K. Fitzgerald		
Address Line 1:	FULWIDER PATTON LLP		
Address Line 2:	6060 Center Drive, 10th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90045		
ATTORNEY DOCKET NUMBER:	PLAY-73114		
NAME OF SUBMITTER:	Jennifer L. Webber		
Signature:	/Jennifer L. Webber/		
Date:	09/27/2006		

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Total Attachments: 1
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TRADEMARK ASSIGNMENT - NUNC PRO TUNC

WHEREAS, FM Rocks Kids, Inc., a California corporation, owns the following pending federal intent-to-use service mark application filed with the United States Patent and Trademark Office:

Mark	Application Serial No.	Filing Date
THE PLAYDATE KIDS	78/795,799	January 20, 2006

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 marks pertain;

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 service mark and registration thereof, together with the goodwill of the business symbolized by said service mark, effective as of January 20, 2006.

Executed this 25 day of September, 2006, at Los Angeles.

FM ROCKS KIDS, INC.

By: Tena Fanning
Name: Tena Fanning
Title: President

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