

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.		12/13/2005	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: 20

Property Type	Number	Word Mark
Serial Number:	78772523	LET'S BE FRIENDS
Serial Number:	78772560	LET'S BE FRIENDS
Serial Number:	78772575	LET'S BE FRIENDS
Serial Number:	78772569	LET'S BE FRIENDS
Serial Number:	78772617	CHLOE NOVA
Serial Number:	78772622	CHLOE NOVA
Serial Number:	78772631	CHLOE NOVA
Serial Number:	78772634	CHLOE NOVA
Serial Number:	78772584	SCOOTCH NOVA
Serial Number:	78772589	SCOOTCH NOVA
Serial Number:	78772592	SCOOTCH NOVA
Serial Number:	78772602	SCOOTCH NOVA
Serial Number:	78772640	COSMOS MCCOOL
Serial Number:	78772644	COSMOS MCCOOL

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Serial Number:	78772649	COSMOS MCCOOL
Serial Number:	78772654	COSMOS MCCOOL
Serial Number:	78772660	DAKOTA GREENBLATT
Serial Number:	78772662	DAKOTA GREENBLATT
Serial Number:	78772665	DAKOTA GREENBLATT
Serial Number:	78772674	DAKOTA GREENBLATT

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 December 13, 2005.

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

FM ROCKS KIDS, INC.

By: Tena Fanning
Name: Tena Fanning
Title: President

Schedule A

Application No.	Mark	Class	Filing Date
78/772523	LET'S BE FRIENDS	9	12/13/2005
78/772560	LET'S BE FRIENDS	25	12/13/2005
78/772575	LET'S BE FRIENDS	41	12/13/2005
78/772569	LET'S BE FRIENDS	28	12/13/2005
78/772617	CHLOE NOVA	16	12/13/2005
78/772622	CHLOE NOVA	25	12/13/2005
78/772631	CHLOE NOVA	28	12/13/2005
78/772634	CHLOE NOVA	41	12/13/2005
78/772584	SCOOTCH NOVA	16	12/13/2005
78/772589	SCOOTCH NOVA	25	12/13/2005
78/772592	SCOOTCH NOVA	28	12/13/2005
78/772602	SCOOTCH NOVA	41	12/13/2005
78/772640	COSMOS MCCOOL	16	12/13/2005
78/772644	COSMOS MCCOOL	25	12/13/2005
78/772649	COSMOS MCCOOL	28	12/13/2005
78/772654	COSMOS MCCOOL	41	12/13/2005
78/772660	DAKOTA GREENBLATT	16	12/13/2005
78/772662	DAKOTA GREENBLATT	25	12/13/2005
78/772665	DAKOTA GREENBLATT	28	12/13/2005
78/772674	DAKOTA GREENBLATT	41	12/13/2005