

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.		12/15/2005	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: 7			
Property Type	Number	Word Mark	
Serial Number:	78774623	THE PLAYDATE KIDS	
Serial Number:	78774625	THE PLAYDATE KIDS	
Serial Number:	78774632	THE PLAYDATE KIDS	
Serial Number:	78774591	DANNY O'BRIEN	
Serial Number:	78774605	DANNY O'BRIEN	
Serial Number:	78774608	DANNY O'BRIEN	
Serial Number:	78774616	DANNY O'BRIEN	
CORRESPONDENCE DATA			
Fax Number:	(310)824-9696		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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CH \$190.00 78774623

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ATTORNEY DOCKET NUMBER: PLAY-73114

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 15, 2005.

Executed this 28 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
78/774623	THE PLAYDATE KIDS	25	12/15/2005
78/774625	THE PLAYDATE KIDS	28	12/15/2005
78/774632	THE PLAYDATE KIDS	41	12/15/2005
78/774591	DANNY O'BRIEN	16	12/15/2005
78/774605	DANNY O'BRIEN	25	12/15/2005
78/774608	DANNY O'BRIEN	28	12/15/2005
78/774616	DANNY O'BRIEN	41	12/15/2005

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