

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.		12/20/2005	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: 8

Property Type	Number	Word Mark
Serial Number:	78777613	RON GREENBLATT
Serial Number:	78777623	RON GREENBLATT
Serial Number:	78777626	RON GREENBLATT
Serial Number:	78777628	RON GREENBLATT
Serial Number:	78777599	PING GREENBLATT
Serial Number:	78777605	PING GREENBLATT
Serial Number:	78777609	PING GREENBLATT
Serial Number:	78777610	PING GREENBLATT

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:	docketla@fulpat.com
Correspondent Name:	John K. Fitzgerald
Address Line 1:	FULWIDER PATTON LLP

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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

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;

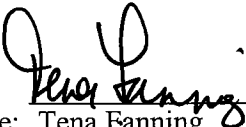
WHEREAS, Playdate Kids Publishing, Inc., a California corporation, having its principal place of business at 24818 Pacific Coast Highway, Malibu, California 90265 is desirous of acquiring said marks and applications;

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 20, 2005.

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

FM ROCKS KIDS, INC.

By: 
Name: Tena Fanning
Title: President

Schedule A

Application No.	Mark	Class	Filing Date
78/777613	RON GREENBLATT	16	12/20/2005
78/777623	RON GREENBLATT	25	12/20/2005
78/777626	RON GREENBLATT	28	12/20/2005
78/777628	RON GREENBLATT	41	12/20/2005
78/777599	PING GREENBLATT	16	12/20/2005
78/777605	PING GREENBLATT	25	12/20/2005
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78/777610	PING GREENBLATT	41	12/20/2005

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