

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.		12/21/2005	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: 24

Property Type	Number	Word Mark
Serial Number:	78778636	GRANDMA LILLY O'BRIEN
Serial Number:	78778639	GRANDMA LILLY O'BRIEN
Serial Number:	78778645	GRANDMA LILLY O'BRIEN
Serial Number:	78778652	GRANDMA LILLY O'BRIEN
Serial Number:	78778655	GRANDPA TIM O'BRIEN
Serial Number:	78778672	GRANDPA TIM O'BRIEN
Serial Number:	78778685	GRANDPA TIM O'BRIEN
Serial Number:	78778712	GRANDPA TIM O'BRIEN
Serial Number:	78778658	MELISSA O'BRIEN
Serial Number:	78778677	MELISSA O'BRIEN
Serial Number:	78778701	MELISSA O'BRIEN
Serial Number:	78778720	MELISSA O'BRIEN
Serial Number:	78778603	MONA LISA NOVA
Serial Number:	78778618	MONA LISA NOVA

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Serial Number:	78778624	MONA LISA NOVA
Serial Number:	78778631	MONA LISA NOVA
Serial Number:	78778665	OSCAR NOVA
Serial Number:	78778683	OSCAR NOVA
Serial Number:	78778702	OSCAR NOVA
Serial Number:	78778728	OSCAR NOVA
Serial Number:	78777967	TREY MCCOOL
Serial Number:	78777975	TREY MCCOOL
Serial Number:	78777980	TREY MCCOOL
Serial Number:	78778546	TREY MCCOOL

CORRESPONDENCE DATA

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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 21, 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
78/778636	GRANDMA LILLY O'BRIEN	16	12/21/2005
78/778639	GRANDMA LILLY O'BRIEN	25	12/21/2005
78/778645	GRANDMA LILLY O'BRIEN	28	12/21/2005
78/778652	GRANDMA LILLY O'BRIEN	41	12/21/2005
78/778655	GRANDPA TIM O'BRIEN	16	12/21/2005
78/778672	GRANDPA TIM O'BRIEN	25	12/21/2005
78/778685	GRANDPA TIM O'BRIEN	28	12/21/2005
78/778712	GRANDPA TIM O'BRIEN	41	12/21/2005
78/778658	MELISSA O'BRIEN	16	12/21/2005
78/778677	MELISSA O'BRIEN	25	12/21/2005
78/778701	MELISSA O'BRIEN	28	12/21/2005
78/778720	MELISSA O'BRIEN	41	12/21/2005
78/778603	MONA LISA NOVA	16	12/21/2005
78/778618	MONA LISA NOVA	25	12/21/2005
78/778624	MONA LISA NOVA	28	12/21/2005
78/778631	MONA LISA NOVA	41	12/21/2005
78/778665	OSCAR NOVA	16	12/21/2005
78/778683	OSCAR NOVA	25	12/21/2005
78/778702	OSCAR NOVA	28	12/21/2005
78/778728	OSCAR NOVA	41	12/21/2005
78/777967	TREY MCCOOL	16	12/21/2005
78/777975	TREY MCCOOL	25	12/21/2005
78/777980	TREY MCCOOL	28	12/21/2005
78/778546	TREY MCCOOL	41	12/21/2005
78/777943	BARBI DEL SALVADOR	16	12/21/2005
78/777947	BARBI DEL SALVADOR	25	12/21/2005
78/777958	BARBI DEL SALVADOR	28	12/21/2005
78/777962	BARBI DEL SALVADOR	41	12/21/2005