

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
Takara Co., Ltd.		02/28/2006	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	Plus Minus Zero Co., Ltd.		
Street Address:	2F, No. 10-13, 5-chome, Minami Aoyama, Minato-ku		
Internal Address:	Decoupage-Minami Aoyama Bldg.		
City:	Tokyo		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76599874	PLUS MINUS ZERO	
CORRESPONDENCE DATA			
Fax Number:	(714)427-7799		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	7144277420		
Email:	sfarnus@swlaw.com		
Correspondent Name:	Joseph W. Price		
Address Line 1:	600 Anton Blvd., Ste. 1400		
Address Line 4:	Costa Mesa, CALIFORNIA 92626		
ATTORNEY DOCKET NUMBER:	52534-0700		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			

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Address Line 4:

NAME OF SUBMITTER:

Joseph W. Price

Signature:

/Joseph W. Price/

Date:

11/16/2006

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK APPLICATION

WHEREAS, Takara Co., Ltd., a corporation of Japan with a place of business of 19-16, 4-chome, Aoto, Katsushika-ku, Tokyo, Japan, is the legal and equitable owner of the following trademark applied for in the United States Patent and Trademark Office:

<u>Serial No.</u>	<u>Filing Date</u>	<u>Mark</u>
76/599,874	June 28, 2004	PLUS MINUS ZERO

WHEREAS, Plus Minus Zero Co., Ltd., a corporation of Japan, with a place of business of Decoupage-Minami Aoyama Bldg. 2F, No. 10-13, 5-chome, Minami Aoyama, Minato-ku, Tokyo, Japan, is desirous of acquiring the mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Takara Co., Ltd., hereby assigns unto Plus Minus Zero Co., Ltd., all rights, titles, and interests in and to the mark, together with all goodwill of the business symbolized by the mark and the registration thereof.

Executed at Tokyo, Japan on February 28, 2006.



NAME: Nobuyuki OKUDE
TITLE: President
TAKARA CO., LTD.