

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| Funnoodle (HK) Limited | | 07/31/2002 | CORPORATION: HONG KONG |
| RECEIVING PARTY DATA | | | |
| Name: | Funnoodle, Inc. | | |
| Street Address: | 200 Fifth Avenue | | |
| Internal Address: | Suite 634 | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10010 | | |
| Entity Type: | CORPORATION: NEW YORK | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2107382 | FUNNOODLE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (310)455-6293 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 310-456-7799 | | |
| Email: | Legal@JAKKS.net | | |
| Correspondent Name: | General Counsel | | |
| Address Line 1: | 22619 Pacific Coast Highway | | |
| Address Line 4: | Malibu, CALIFORNIA 90265 | | |
| NAME OF SUBMITTER: | Mel Kyle | | |
| Signature: | /MEL/ | | |
| Date: | 11/20/2006 | | |

CH \$40.00 2107382

Total Attachments: 1

900063075

**TRADEMARK
 REEL: 003431 FRAME: 0619**

ASSIGNMENT

WHEREAS FUNNOODLE (HK) LIMITED, a company organized and existing under the laws of Hong Kong with an office at 125 E. BETHPAGE ROAD, PLAINVIEW, NY 11803, (hereinafter called the ASSIGNOR) is the owner of and has adopted, used and is using the following trademarks registered in the United States Patent and Trademark Office or for which applications for registrations have been filed in the United States Patent and Trademark Office:

| Trademark | Number |
|-----------|-----------|
| FUNNOODLE | 2,107,382 |

AND WHEREAS, FUNNOODLE, INC., a corporation with an office at 200 Fifth Avenue, Suite 634, New York, NY (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof;

NOW, THEREFORE, in consideration of U.S. \$2.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right title and interest in and to the said trademarks, trademark registrations and trademark applications, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this ___ day of July 2002.

FUNNOODLE (HK) LIMITED

By 

Title Chief Financial Officer