

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Funnoodle (HK) Limited		10/16/2006	CORPORATION: HONG KONG
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Funnoodle, Inc.		
<b>Street Address:</b>	22619 Pacific Coast Highway		
<b>City:</b>	Malibu		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90265		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2459965	ULTRALIGHT FUN FLOAT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)455-6293		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	3104567799		
<b>Email:</b>	Legal@JAKKS.net		
<b>Correspondent Name:</b>	General Counsel		
<b>Address Line 1:</b>	22619 Pacific Coast Highway		
<b>Address Line 4:</b>	Malibu, CALIFORNIA 90265		
<b>NAME OF SUBMITTER:</b>	Mel Kyle		
<b>Signature:</b>	/MEL/		
<b>Date:</b>	11/20/2006		
<b>Total Attachments: 1</b>			
source=FUNNOODLE (HK) LIMITED TM Assignment2.doc#page1.tif			

CH \$40.00 2459965

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:

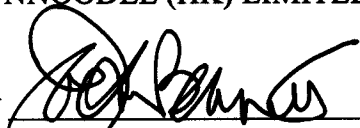
Trademark	Number
ULTRALIGHT FUN FLOAT	2,459,965

AND WHEREAS, FUNNOODLE, INC., a corporation with an office at 22619 Pacific Coast Highway, Malibu, CA (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 16<sup>th</sup> day of October 2006.

FUNNOODLE (HK) LIMITED

By 

Name Joel M. Bennett

Title EVP | CFO