

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 |
|------------------------|----------|----------------|---|
| Big International, LLC | | 01/10/2007 | LIMITED LIABILITY COMPANY: PENNSYLVANIA |

RECEIVING PARTY DATA

| | |
|------------------------|------------------------------|
| Name: | Block Corporation |
| Street Address: | 350 Fifth Avenue, Suite 2512 |
| City: | New York |
| State/Country: | NEW YORK |
| Postal Code: | 10118 |
| Entity Type: | CORPORATION: DELAWARE |

PROPERTY NUMBERS Total: 8

| Property Type | Number | Word Mark |
|----------------------|----------|-------------|
| Registration Number: | 3013473 | BIG DADDY |
| Registration Number: | 2484206 | BIG DADDY |
| Registration Number: | 3039612 | BIG DADDY |
| Registration Number: | 2933450 | BIG DADDY |
| Registration Number: | 1986812 | BIG DADDY'S |
| Serial Number: | 78977291 | BIG DADDY |
| Serial Number: | 76620973 | BIG DADDY |
| Serial Number: | 78707529 | BIG DADDY |

CORRESPONDENCE DATA

Fax Number: (215)864-9744
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 215-864-8607
 Email: cramerp@ballardspahr.com, steigerwalte@ballardspahr.com
 Correspondent Name: Patricia G. Cramer

CH \$215.00 3013473

Address Line 1: 1735 Market Street, 51st Floor
Address Line 4: Philadelphia, PENNSYLVANIA 19103

| | |
|-------------------------|----------------------|
| ATTORNEY DOCKET NUMBER: | 990085 |
| NAME OF SUBMITTER: | Patricia G. Cramer |
| Signature: | /patricia g. cramer/ |
| Date: | 01/16/2007 |

Total Attachments: 2
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**ASSIGNMENT OF TRADEMARKS
AND ACCOMPANYING GOODWILL
(United States)**

WHEREAS, BIG INTERNATIONAL, LLC., a Pennsylvania limited liability company, whose address is 30 Bunting Lane, Primos, Pennsylvania 19018 (hereinafter the "Assignor"), is the owner of the trademarks and the registrations and/or applications therefor in the United States Patent and Trademark Office as more fully set forth on the attached Exhibit A (the "Marks"), the goodwill associated therewith and symbolized thereby, and all rights appurtenant thereto, including, but not limited to, all common law rights, if any, causes of action, all interests, claims and rights for damages, profits and other awards by reason of any past infringement, dilution, misappropriation or other violation thereof, and the right to sue therefor; and

WHEREAS, BLOCK CORPORATION, a Delaware corporation, whose address is 350 Fifth Avenue, Suite 2512, New York, New York 10118 (hereinafter the "Assignee"), is desirous of acquiring the Marks, and all goodwill associated therewith and symbolized thereby and all rights appurtenant thereto;

NOW, THEREFORE, in consideration of the sum of Ten and 00/100 Dollars (\$10 00) and for other good and valuable consideration, receipt and sufficiency of which Assignor acknowledges by its execution below:

1. Assignor hereby assigns to Assignee all of its rights, title and interest in and to the Marks, together with the goodwill associated therewith and symbolized thereby, and together with all rights appurtenant thereto, including, but not limited to, all common law rights, if any, causes of action, all interests, claims and rights for damages, profits and other awards by reason of any past infringement, dilution, misappropriation, or other violation thereof, and the right to sue therefor.

2. Assignor agrees to perform all reasonable and proper additional acts and to execute any additional documents at the request of Assignee which may be required to transfer all of Assignor's rights, title and interest in and to the said Marks and/or the rights appurtenant thereto to Assignee, its successors or assigns.

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date set forth below.

BIG INTERNATIONAL, LLC

By: 

Name: David Klarman

Title: Pres.

Date: 1/10/07

EXHIBIT A

UNITED STATES TRADEMARKS

Registrations

| Mark | Registration No. | Registration Date |
|------------------------|------------------|-------------------|
| Big Daddy | 3013473 | 11/08/2005 |
| Big Daddy | 2484206 | 09/04/2001 |
| Big Daddy | 3039612 | 01/10/2006 |
| Big Daddy | 2933450 | 03/15/2005 |
| Big Daddy's (Stylized) | 1986812 | 07/16/1996 |

Applications

| Mark | Application No. | Application Date |
|-----------|-----------------|------------------|
| Big Daddy | 78977291 | 09/06/2005 |
| Big Daddy | 76620973 | 11/17/2004 |
| Big Daddy | 78707529 | 09/06/2005 |