

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
Learning Curve International, Inc.		03/23/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Learning Curve Brands, Inc.		
Street Address:	314 W. Superior		
Internal Address:	Suite 600		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60610		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2438987	FUN ON THE RUN	
CORRESPONDENCE DATA			
Fax Number:	(414)298-8097		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414-298-1000		
Email:	mdietz@reinhardt.com		
Correspondent Name:	Michele Dietz		
Address Line 1:	1000 North Water Street		
Address Line 2:	Suite 2100		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	8006		
NAME OF SUBMITTER:	Michele L. Dietz		
Signature:	/mld/		

CH \$40.00 2438987

Date:

03/23/2007

Total Attachments: 1

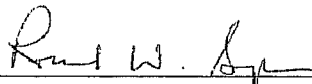
source=SCAN0347funontherun#page1.tif

TRADEMARK ASSIGNMENT

In consideration of payment by Learning Curve Brands, Inc. ("Assignee"), to Learning Curve International, Inc. ("Assignor") of one dollar and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, transfers and assigns to Assignee all right, title and interest in and to U.S. Trademark Registration No. 2,438,987 and all related common law rights in the FUN ON THE RUN trademark described in that registration (collectively, the "Trademark"), together with the goodwill symbolized by the Trademark and with all rights of action, powers and benefits accrued thereto, including the right to sue for and collect damages for past infringements.

Accepted and agreed to this 23rd day of March, 2007:

Learning Curve Brands, Inc.

By: 
Richard W. Snyder