

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	01/01/2008

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
KIRKBI AG		02/12/2008	CORPORATION: SWITZERLAND

RECEIVING PARTY DATA

Name:	LEGO JURIS A/S
Street Address:	Koldingvej 2
City:	DK-7190 Billund
State/Country:	DENMARK
Entity Type:	CORPORATION: DENMARK

PROPERTY NUMBERS Total: 57

Property Type	Number	Word Mark
Serial Number:	78882181	LEGO
Serial Number:	78882203	LEGO
Serial Number:	77120829	LEGOLAND
Registration Number:	2604266	ALPHA TEAM
Registration Number:	3026815	BABY
Registration Number:	1981514	BELVILLE
Registration Number:	2664083	BIONICLE
Registration Number:	2979387	BLOCK-O-DILE
Registration Number:	2600315	BRICK-O-LIZER
Registration Number:	2901646	CLIKITS
Registration Number:	2945865	CLIKITS
Registration Number:	2221990	CONSTRUCTOPEDIA
Registration Number:	1617401	DACTA
Registration Number:	1208662	DUPLO

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Registration Number:	2214617	DUPLO
Registration Number:	2877933	EXPLORE
Registration Number:	2854366	EXPLORE BEING ME
Registration Number:	2851336	EXPLORE IMAGINATION
Registration Number:	2854367	EXPLORE LOGIC
Registration Number:	2851335	EXPLORE TOGETHER
Registration Number:	2551160	IMAGINOPEDIA
Registration Number:	2598791	JACK STONE
Registration Number:	2616428	JUST IMAGINE
Registration Number:	3029215	KNIGHTS' KINGDOM
Registration Number:	2893262	LEARNING SYSTEM
Registration Number:	1248936	LEGO
Registration Number:	1187509	LEGO
Registration Number:	2245652	LEGO
Registration Number:	1026871	LEGO
Registration Number:	1018875	LEGO
Registration Number:	1535046	LEGO
Registration Number:	1563848	LEGO
Registration Number:	2065901	LEGO
Registration Number:	1889004	LEGO
Registration Number:	2189528	LEGO
Registration Number:	2065902	LEGO
Registration Number:	2060284	LEGO
Registration Number:	1713101	LEGO
Registration Number:	1248938	LEGO
Registration Number:	1828605	LEGO IMAGINATION CENTER
Registration Number:	1971387	LEGO TECHNIC
Registration Number:	1344008	LEGOLAND
Registration Number:	2334535	LEGOLAND
Registration Number:	2760677	
Registration Number:	2226660	MINDSTORMS
Registration Number:	2273321	
Registration Number:	2922658	
Registration Number:	2756418	
Registration Number:	2273314	

Registration Number:	2570989	MYBOT
Registration Number:	1869766	OCTAN
Registration Number:	3072209	QUATRO
Registration Number:	2371961	ROBOTICS INVENTION SYSTEM
Registration Number:	2527969	SERIOUS PLAY
Registration Number:	2823831	SPYBOTICS
Registration Number:	2741371	TECHNIC
Registration Number:	1582760	THE LEGO MANIAC

CORRESPONDENCE DATA

Fax Number: (212)813-5901
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2128135900
Email: vdoskow@fzlz.com
Correspondent Name: DAVID EHRLICH
Address Line 1: FROSS ZELNICK LEHRMAN & ZISSU, P.C.
Address Line 2: 866 UNITED NATIONS PLAZA
Address Line 4: NEW YORK, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	LEGO 0508570
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DOMESTIC REPRESENTATIVE

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	David Ehrlich
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Signature:	/vivian doskow/
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Date:	02/12/2008
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Total Attachments: 4
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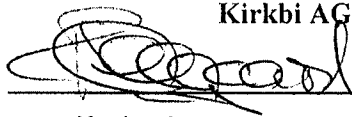
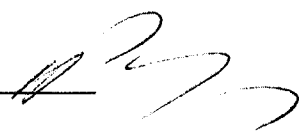
CONFIRMATORY ASSIGNMENT

WHEREAS, Kirkbi AG, a corporation organized and existing under the laws of Switzerland, located at Sihlbruggstrasse 3, 6340 Baar, Switzerland ("**Assignor**"), was the owner of the U.S. trademark applications and registrations listed in the attached schedule (hereinafter, the "Trademarks");

and WHEREAS, LEGO Juris A/S, a corporation organized and existing under the laws of Denmark, located at Koldingvej 2, DK-7190 Billund, Denmark ("**Assignee**"), acquired said Trademarks and all associated goodwill in the Trademarks, effective as of January 1, 2008;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby confirms the assignment to Assignee, effective as of January 1, 2008, of all right, title and interest in and to the Trademarks and the above-named applications and/or registrations therefor, together with the goodwill of the business symbolized by the Trademarks, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Kirkbi AG

By:  

Name: Katrine Oellgaard Ulrich Meyes
Administration Manager Controller

Title: _____

Date of Signature: 12 February 2008

SCHEDULE

TRADEMARK	SERIAL NO. / REGISTRATION NO.
LEGO	SN 78/882,181
LEGO and Design	SN 78/882,203
LEGOLAND	SN 77/120,829
ALPHA TEAM	2604266
BABY and Design	3026815
BELVILLE and Design	1981514
BIONICLE	2664083
BLOCK-O-DILE	2979387
BRICK-O-LIZER	2600315
CLIKITS & Design	2901646
CLIKITS & Design	2945,865
CONSTRUCTOPEDIA	2221990
DACTA	1617401
DUPLO	1208662
DUPLO and Design	2214617
EXPLORE	2877933
EXPLORE BEING ME & Design	2854366
EXPLORE IMAGINATION & Design	2851336
EXPLORE LOGIC & Design	2854367
EXPLORE TOGETHER & Design	2851335
GALDOR	2788082
GALDOR	2747423
IMAGINOPEDIA	2551160
JACK STONE	2598791
JUST IMAGINE (Stylized)	2616428
KNIGHTS' KINGDOM and Design	3029215
LEARNING SYSTEM & Design	2893262

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LEGO	1248936
LEGO	1187509
LEGO	2245652
LEGO	1026871
LEGO	1018875
LEGO	1535046
LEGO	1563848
LEGO	2065901
LEGO	1889004
LEGO	2189528
LEGO & Design	2065902
LEGO and Design	2060284
LEGO and Design	1713101
LEGO and Design	1248938
LEGO IMAGINATION CENTER	1828605
LEGO TECHNIC	1971387
LEGOLAND	1344008
LEGOLAND	2334535
M & Design	2760677
MINDSTORMS	2226660
Miscellaneous (four studs) Design	2273321
Miscellaneous (brick in color) Design	2922658
Miscellaneous (one stud in dotted line) Design	2,756,418
Miscellaneous (one stud) Design	2273314
MYBOT (stylized)	2570989
OCTAN	1869766
PLAY ON	3067358
QUATRO and Design	3072209

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ROBOTICS INVENTION SYSTEM	2371961
SERIOUS PLAY	2527969
SPYBOTICS	2823831
TECHNIC	2741371
THE LEGO MANIAC	1582760

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