

TRADEMARK ASSIGNMENT

Electronic 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
Annalee Mobilitee Dolls, Inc.		02/25/2008	CORPORATION: NEW HAMPSHIRE

RECEIVING PARTY DATA

Name:	Annalee Dolls, Inc.
Street Address:	50 Reservoir Road
City:	Meredith
State/Country:	NEW HAMPSHIRE
Postal Code:	03253-0708
Entity Type:	CORPORATION: NEW HAMPSHIRE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	2349657	ANNALEE
Registration Number:	3114807	ANNALEE
Registration Number:	3379276	ANNALEE
Registration Number:	2351895	ANNALEE DOLL SOCIETY
Registration Number:	1831446	ANNALEE MOBILITEE DOLLS
Registration Number:	1754041	
Registration Number:	2035698	"ITSIE"
Registration Number:	2035487	LOGO KID
Registration Number:	2219519	
Registration Number:	1860981	
Registration Number:	2014643	THE COLLECTOR
Serial Number:	78170296	THIMBLES

CORRESPONDENCE DATA

CH \$315.00 2349657

Fax Number: (617)345-1300
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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Address Line 2: Nixon Peabody LLP
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ATTORNEY DOCKET NUMBER:	081820-2
NAME OF SUBMITTER:	Michelle A. Massicotte
Signature:	/Michelle A. Massicotte/
Date:	03/03/2008

Total Attachments: 4

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ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS

This ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS (this "**Trademark Assignment**") is made by Annalee Mobilitee Dolls, Inc., a New Hampshire Corporation, having its principal place of business at 50 Reservoir Road, P.O. Box 708, Meredith, NH 03253-0708 (the "**Assignor**"), and Annalee Dolls, Inc., a New Hampshire Corporation, having its principal place of business at 50 Reservoir Road, Meredith, NH 03253-0708 (together with its successors and assigns, the "**Assignee**").

WHEREAS, the Assignor has adopted, owns and is using (a) certain trademarks and service marks for which the Assignor owns the trademark and service mark applications and/or registrations and all common law rights associated therewith, which are listed in **Schedule A** attached hereto and incorporated herein by reference (collectively, the "**Marks**") and (b) all of the elements of trade dress associated with the Marks and the respective goods and services (collectively, the "**Trade Dress**");

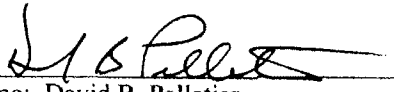
WHEREAS, the Assignor has agreed to assign to the Assignee all of the rights, title and interests of the Assignor in and to the Marks and the Trade Dress, and the Assignee has agreed to accept said assignment;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby assigns, transfers and conveys to the Assignee, and the Assignee hereby accepts from the Assignor, all of the rights, title and interests of the Assignor in and to the Marks and the Trade Dress, together with all of the goodwill of the business symbolized by the Marks and Trade Dress with the right to recover for damages and profits and all other remedies for past infringements thereof. This Trademark Assignment may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument.

Executed under seal as of this ___ day of February, 2008.

[Signature page follows]

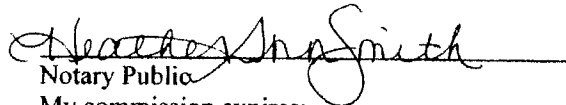
ANNALEE MOBILITEE DOLLS, INC.

By: 
Name: David B. Pelletier
Title: Chief Executive Officer

STATE OF NEW HAMPSHIRE

Berkeley, County, ss.

On this ___ day of February, 2008, before me, the undersigned notary public, personally appeared David B. Pelletier, Chief Executive Officer of Annalee Mobilitee Dolls, Inc., proved to me through satisfactory evidence of identification which was his/her driver's license, to be the person whose name is on the foregoing Assignment of Trademarks and Service Marks, and acknowledged to me that he signed it, for and on behalf of Annalee Mobilitee Dolls, Inc., voluntarily for its stated purpose.


Notary Public
My commission expires:
[AFFIX NOTARIAL SEAL]

HEATHER ANN SMITH, Notary Public
My Commission Expires September 27, 2011

ANNALEE DOLLS, INC.

By: _____

Name: Angela Fu
Title: President

STATE OF NEW HAMPSHIRE

_____ County, ss.

On this ___ day of February, 2008, before me, the undersigned notary public, personally appeared _____, authorized agent of Annalee Dolls, Inc., proved to me through satisfactory evidence of identification which was his/her driver's license, to be the person whose name is on the foregoing Assignment of Trademarks and Service Marks, and acknowledged to me that he signed it voluntarily, for and on behalf of Annalee Dolls, Inc., for its stated purpose.

Notary Public
My commission expires:
[AFFIX NOTARIAL SEAL]

SCHEDULE A: TRADEMARKS AND SERVICE MARKS

Country	Trademark/Service Mark	App. No.	App. Date	Reg. No.	Reg. Date
Canada	ANNALEE	713,993	10/5/1992	TMA426,685	4/29/1994
China	ANNALEE	3619080	7/4/2003	3619080	9/21/2005
China	ANNALEE IN CHINESE CHARACTERS	3619079	7/4/2003	3619079	9/21/2005
Community Trademark	ANNALEE	17228	4/1/1996	17228	8/24/1999
Community Trademark	ANNALEE	3256674	7/4/2003	3256674	6/16/2005
Community Trademark	ANNALEE MOBILITEE DOLLS	398602	11/18/1996	398602	9/20/1999
Community Trademark	THIMBLES	3106457	3/24/2003	3106457	4/15/2005
Hong Kong	ANNALEE	300043073	7/4/2003	300043073	7/4/2003
Hong Kong	ANNALEE IN CHINESE CHARACTERS	300043082	7/4/2003	300043082	7/4/2003
Israel	ANNALEE	84941	10/9/1992	84941	2/21/1995
Japan	ANNALEE	H04-122054	6/5/1992	3039841	4/28/1995
Japan	Doll Head Design	H04-124900	6/12/1992	3107048	12/26/1995
Mexico	Doll Head Design	207772	8/8/1994	478608	11/4/1994
Mexico	ANNALEE	207763	8/8/1994	475147	9/27/1994
Switzerland	ANNALEE	403845	11/3/1992	403845	11/3/1992
United States	ANNALEE	75/588976	11/16/1998	2,349,657	5/16/2000
United States	ANNALEE	78/200283	1/6/2003	3,114,807	7/11/2006
United States	ANNALEE	78/270304	7/3/2003	3,379,276	2/5/2008
United States	ANNALEE DOLL SOCIETY	75/756294	7/23/1999	2,351,895	5/23/2000
United States	ANNALEE MOBILITEE DOLLS	74/400110	6/8/1993	1,831,446	4/19/1994
United States	DOLL HEAD DESIGN	74/278940	5/26/1992	1,754,041	2/23/1993
United States	"ITSIE"	75/076418	3/21/1996	2,035,698	2/4/1997
United States	LOGO KID	75/060848	2/22/1996	2,035,487	2/4/1997
United States	SKI DOLL DESIGN	75/238918	2/10/1997	2,219,519	1/19/1999
United States	SUN FACE DESIGN	74/283293	6/18/1992	1,860,981	11/1/1994
United States	THE COLLECTOR	74/278939	5/26/1992	2,104,643	11/12/1999
United States	THIMBLES	78/170296	10/2/2002		