

**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>        |
| Mr. Jay Schiffman                |                                                                                      | 07/08/2008            | INDIVIDUAL: UNITED STATES |
| <b>RECEIVING PARTY DATA</b>      |                                                                                      |                       |                           |
| <b>Name:</b>                     | The Step2 Company, LLC                                                               |                       |                           |
| <b>Street Address:</b>           | 10010 Aurora-Hudson Road                                                             |                       |                           |
| <b>City:</b>                     | Streetsboro                                                                          |                       |                           |
| <b>State/Country:</b>            | OHIO                                                                                 |                       |                           |
| <b>Postal Code:</b>              | 44241                                                                                |                       |                           |
| <b>Entity Type:</b>              | LIMITED LIABILITY COMPANY: DELAWARE                                                  |                       |                           |
| <b>PROPERTY NUMBERS Total: 1</b> |                                                                                      |                       |                           |
| <b>Property Type</b>             | <b>Number</b>                                                                        | <b>Word Mark</b>      |                           |
| Serial Number:                   | 77388524                                                                             | PLAYOSITY             |                           |
| <b>CORRESPONDENCE DATA</b>       |                                                                                      |                       |                           |
| <b>Fax Number:</b>               | (513)698-5001                                                                        |                       |                           |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                           |
| <b>Phone:</b>                    | (513) 698-5078                                                                       |                       |                           |
| <b>Email:</b>                    | mmarrero@ulmer.com                                                                   |                       |                           |
| <b>Correspondent Name:</b>       | Michael A. Marrero, Ulmer & Berne LLP                                                |                       |                           |
| <b>Address Line 1:</b>           | 600 Vine Street                                                                      |                       |                           |
| <b>Address Line 2:</b>           | Suite 2800                                                                           |                       |                           |
| <b>Address Line 4:</b>           | Cincinnati, OHIO 45202-2409                                                          |                       |                           |
| <b>NAME OF SUBMITTER:</b>        | Michael A. Marrero                                                                   |                       |                           |
| <b>Signature:</b>                | /michaelamarrero/                                                                    |                       |                           |
| <b>Date:</b>                     | 07/09/2008                                                                           |                       |                           |

**CH \$40.00 77388524**

Total Attachments: 1

**900110821**

**TRADEMARK  
 REEL: 003812 FRAME: 0194**



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STEP2

NO. 9831 P. 2

**TRADEMARK ASSIGNMENT**

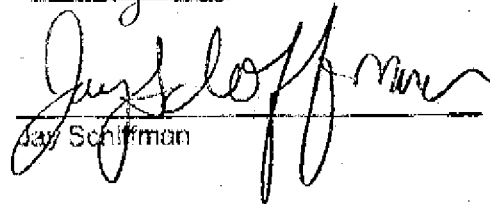
WHEREAS, Jay Schiffman, a citizen of the United States with an address of 136 Highgate Terrace, Bergenfield, New Jersey 07621 (hereinafter "ASSIGNOR"), represents that he is the owner of the Trademark PLAYOSITY that is subject of a pending application at the U.S. Patent & Trademark Office, Ser. 77/388,524 ("Trademark"); and

WHEREAS, The Step2Company, LLC, a limited liability company organized under the laws of Delaware with an address of 10010 Aurora-Hudson Road, Streetsboro, Ohio 44241 (hereinafter "ASSIGNEE"), is desirous of acquiring said Trademark

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign to ASSIGNEE all of his right, title and interest worldwide in and to said Trademark, together with the goodwill of the business symbolized by said Trademark and the right to sue for past, present and future infringements of the Trademark and the right to collect and own any monetary or other damages as a result thereof.

ASSIGNOR further agrees that, without further consideration, it will cause to be performed such other lawful acts, and to be executed such further assignments and other lawful documents, as ASSIGNEE may from time to time reasonably request to effect fully this Assignment and to permit ASSIGNEE to be duly recorded as the registered owner of the Trademark in the United States.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed effective as of this 08<sup>th</sup> day of July, 2008.

  
Jay Schiffman

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