

**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>    |
| Commonwealth Toy & Novelty Co., Inc. |  | 02/13/2001            | CORPORATION: NEW YORK |
| <b>RECEIVING PARTY DATA</b>          |  |                       |                       |
| <b>Name:</b>                         | Target Brands, Inc.  |                       |                       |
| <b>Street Address:</b>               | 33 South Sixth Street  |                       |                       |
| <b>City:</b>                         | Minneapolis  |                       |                       |
| <b>State/Country:</b>                | MINNESOTA  |                       |                       |
| <b>Postal Code:</b>                  | 55402  |                       |                       |
| <b>Entity Type:</b>                  | CORPORATION: MINNESOTA   |                       |                       |
| <b>PROPERTY NUMBERS Total: 1</b>     |  |                       |                       |
| <b>Property Type</b>                 | <b>Number</b>  | <b>Word Mark</b>      |                       |
| Registration Number:                 | 2548475  | CUDDLE ZONE           |                       |
| <b>CORRESPONDENCE DATA</b>           |  |                       |                       |
| <b>Fax Number:</b>                   | (612)766-1600  |                       |                       |
|                                      | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                       |
| <b>Phone:</b>                        | 6127667000   |                       |                       |
| <b>Email:</b>                        | trademarkmpls@faegre.com   |                       |                       |
| <b>Correspondent Name:</b>           | James Steffen/Sarah House  |                       |                       |
| <b>Address Line 1:</b>               | 90 South Seventh Street  |                       |                       |
| <b>Address Line 2:</b>               | 2200 Wells Fargo Center  |                       |                       |
| <b>Address Line 4:</b>               | Minneapolis, MINNESOTA 55402   |                       |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>       | 370175   |                       |                       |
| <b>NAME OF SUBMITTER:</b>            | Sarah M. House   |                       |                       |
| <b>Signature:</b>                    | /Sarah M House/  |                       |                       |

OP \$40.00 2548475

Date:

08/11/2008

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, Commonwealth Toy & Novelty Co., Inc., a <sup>New York</sup> ~~Delaware~~ corporation with its principal place of business located at 45 West 25<sup>th</sup> Street, New York, NY 10010 ("Assignor") has adopted, owns and is using, either directly or indirectly through licensees, the trademark CUDDLE ZONE (the "Mark"); and has filed a trademark application for federal registration of the Mark with the United States Patent & Trademark Office, Serial Number 76-150905 as indicated in the attached document (the "Application");

WHEREAS, Target Brands, Inc., a Minnesota corporation with its principal place of business located at 33 South Sixth Street, Minneapolis, MN 55402 ("Assignee"), desires to acquire all right, title and interest in and to the Mark, and the Application, all registrations thereof, applications therefor and rights associated therewith; and

WHEREAS, the Mark and the Application are being assigned from Assignor to Assignee as part of the business indicated and symbolized by the Mark.

NOW, THEREFORE, for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all of its right, title and interest in and to the Mark and the Application, all registrations thereof, applications therefor and rights associated therewith, together with the goodwill of the business indicated and symbolized by the Mark, along with the right to recover damages and profits for past infringements thereof.

Assignor further covenants and agrees with Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by Assignor and that full right to convey the same as herein expressed is possessed by Assignor.

IN WITNESS WHEREOF, Assignor has, by its duly authorized representative, executed this Trademark Assignment this 13<sup>th</sup> day of ~~January~~, 2001.

*February*

Commonwealth Toy & Novelty Co. Inc.  
COMMONWEALTH TOY & NOVELTY CO., INC.

By: Linda Lauro  
Title: Vice President Administration

New York )  
New York ) ss.

On this 13<sup>th</sup> of Feb 2001, before me, a Notary Public within and for said County, personally appeared LINDA LAURO to me personally known, being first by me duly sworn, djd say that he/she is the VP Administration of Commonwealth Toy & Novelty Co. Inc. and that said instrument was signed on behalf of said corporation by authority of its Board of Directors and Commonwealth Toy & Novelty Co. Inc. acknowledged said instrument to be the free act and deed of said corporation.

My commission expires: 7/6/01

[Signature]  
Notary Public  
**KIM WINE**  
A NOTARY PUBLIC OF NEW YORK  
ID. # 01W15014829  
QUALIFIED IN BRONX COUNTY  
2/6/01