

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
X Concepts, LLC		09/29/2008	LIMITED LIABILITY COMPANY: CALIFORNIA

RECEIVING PARTY DATA

Name:	Spin Master Ltd.
Street Address:	450 Front Street West
City:	Toronto ONTARIO
State/Country:	CANADA
Postal Code:	M5V 1B6
Entity Type:	Ontario Business Corporation: CANADA

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	3043139	X CONCEPTS
Registration Number:	2455804	X CONCEPTS
Registration Number:	2565633	X CONCEPTS
Registration Number:	2911352	X CONCEPTS
Registration Number:	2483774	TECH DECK
Registration Number:	2926134	TECH DECK
Registration Number:	2800772	TECH DECK
Registration Number:	2589537	TECH DECK
Registration Number:	2457912	TECH DECK
Registration Number:	2868972	TECH DECK DUDE
Registration Number:	2900163	TECH DECK DUDE
Registration Number:	2592895	TECH DECK DUDE
Registration Number:	3131263	ZOODS
Registration Number:	2647505	HANDBOARD

CH \$390.00 3043139

Registration Number:	2806963	
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CORRESPONDENCE DATA

Fax Number: (626)577-8800
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 626-795-9900
Email: pto@cph.com
Correspondent Name: Christie, Parker & Hale, LLP
Address Line 1: P.O. Box 7068
Address Line 4: Pasadena, CALIFORNIA 91109-7068

ATTORNEY DOCKET NUMBER:	M1049:40.6*1/GJN
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DOMESTIC REPRESENTATIVE

Name: Christie, Parker & Hale, LLP
Address Line 1: P.O. Box 7068
Address Line 4: Pasadena, CALIFORNIA 91109-7068

NAME OF SUBMITTER:	Gary J. Nelson
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Signature:	/Gary J. Nelson/
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Date:	10/16/2008
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Total Attachments: 4
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ASSIGNMENT

WHEREAS, X-Concepts, LLC, the full post office address of whose principal office or place of business was 975 South Andreasen Drive, Escondido, California, 92029, U.S.A. (hereinafter referred to as the 'Assignor') and owned the trademarks and the applications and registrations set out in Schedule "A" attached hereto (hereinafter referred to as the 'said Trademarks');

AND WHEREAS, **Spin Master Ltd.** whose full post office address is **450 Front Street West, Toronto, Ontario M5V 1B6, Canada** (hereinafter the 'Assignee') is desirous of acquiring and has acquired as of January 1, 2007, the worldwide rights to the said trademarks set out in Schedule "A" attached hereto;

NOW THEREFORE know all, that for the sum of \$10.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said Assignor does hereby sell, assign and transfer to the said Assignee all the worldwide rights, title and interests of the said Assignor in and to the said Trademarks in all the countries and/or jurisdictions set out in Schedule "A", including the goodwill associated therewith, to the said Trademarks therefore.

IN WITNESS WHEREOF the Assignor has caused this Assignment to be executed under the hands of its duly authorized officers.

EXECUTED at (City) Toronto,
(State and Country) Ontario, Canada,
this 29th day of (month) September, 2008.

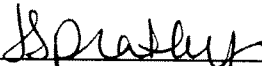
X-Concepts, LLC

By: 

Name: Mark Segal

Title: Secretary & CFO

Witness

By: 

Name: Jessica Spratley

IN WITNESS WHEREOF the Assignee has caused this Assignment to be executed under the hands of its duly authorized officers.

EXECUTED at (City) Toronto,
(State and Country) Ontario, Canada,
this 29th day of (month) September, 2008.

Spin Master Ltd.

By: [Signature]

Name: Kim Sandaluk

Title: CONTRACTS MANAGER

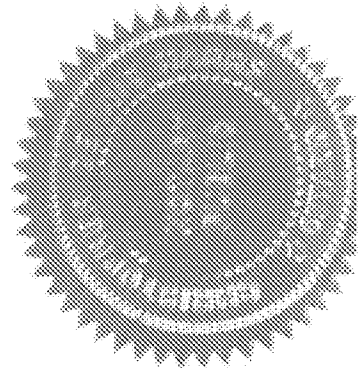
Witness

By: [Signature]


Name: Jessica Spratley

IN WITNESS WHEREOF, as a notary public registered before the Province of Ontario, I have hereunto set my hand and notarial seal and attest that the Assignment herein was executed in good faith in my presence by the parties set forth herein.

[Signature]
(Notary Public)



SCHEDULE "A"

TRADEMARK	APPL./REGN. NO.	COUNTRY
X-CONCEPTS	3,043,139	U.S.A
X CONCEPTS	2,455,804	U.S.A
X CONCEPTS	2,565,633	U.S.A
X CONCEPTS	2,911,352	U.S.A
TECH DECK	2,483,774	U.S.A
TECH DECK	2,926,134	U.S.A
TECH DECK	2,800,772	U.S.A
TECH DECK	2,589,537	U.S.A
TECH DECK	2,457,912	U.S.A
TECH DECK DUDE	2,868,972	U.S.A
TECH DECK DUDE	2,900,163	U.S.A
TECH DECK DUDE	2,592,895	U.S.A
ZOODS	3,131,263	U.S.A
HANDBOARD	2,647,505	U.S.A
	2,806,963	U.S.A
TECH DECK	1.782.086	ARGENTINA
TECH DECK	1.782.087	ARGENTINA
X CONCEPTS	1.944.588	ARGENTINA
X CONCEPTS	782,044	AUSTRALIA
X CONCEPTS	841,863	AUSTRALIA
TECH DECK	782,045	AUSTRALIA
TECH DECK	841,864	AUSTRALIA
TECH DECK DUDE	878,242	AUSTRALIA
TECH DECK	823.067.777	BRAZIL
TECH DECK	829.357.416	BRAZIL
TECH DECK	559,466	CANADA
TECH DECK DUDE	623,835	CANADA
X CONCEPTS	556,109	CANADA
X CONCEPTS	563,816	CHILE
TECH DECK	878,991	TAIWAN
TECH DECK	882,677	TAIWAN
X CONCEPTS	878,990	TAIWAN
X CONCEPTS	882,673	TAIWAN
TECH DECK	1,760,073	CTM
TECH DECK	1,037,167	CTM
X CONCEPTS	1,760,081	CTM
X CONCEPTS	1,037,225	CTM
TECH DECK DUDE	3,242,062	CTM
TECH DECK	1,485,117	CHINA

TECH DECK	1,408,191	CHINA
X CONCEPTS	1,423,073	CHINA
X CONCEPTS	1,493,148	CHINA
X CONCEPTS	2000B1414OAA	HONG KONG
TECH DECK	50,282,002	HONG KONG
X CONCEPTS	4,344,115	JAPAN
X CONCEPTS	4,522,670	JAPAN
TECK DECK	4,369,516	JAPAN
TECH DECK	4,533,064	JAPAN
X CONCEPTS	607,446	MEXICO
X CONCEPTS	607,447	MEXICO
TECH DECK	607,448	MEXICO
TECH DECK	607,449	MEXICO
X CONCEPTS	T9812948D	SIGNAPORE
X CONCEPTS	T9812948F	SIGNAPORE
TECH DECK	T9812946Z	SIGNAPORE
TECH DECK	T9812947H	SIGNAPORE