

**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>
FAMILY DIRECT, INC.	FORMERLY SAVAGE PRODUCTS, INC.	04/10/2008	CORPORATION: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	TURNKEY MERCHANDISE PROGRAMS, LLC		
<b>Street Address:</b>	5404 Wayne Rd.		
<b>City:</b>	Battle Creek		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	49037		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MICHIGAN		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2199097	IMAGINE THE CHALLENGE	
Registration Number:	3212006	TOYS THAT INSPIRE THE IMAGINATION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(269)381-5465		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(269) 381-1156		
<b>Email:</b>	docket@flynnthiel.com		
<b>Correspondent Name:</b>	Liane L. Churney		
<b>Address Line 1:</b>	2026 Rambling Road		
<b>Address Line 4:</b>	Kalamazoo, MICHIGAN 49008-1631		
<b>ATTORNEY DOCKET NUMBER:</b>	3618.T0003US & T.0004US		
<b>NAME OF SUBMITTER:</b>	Liane L. Churney		
<b>Signature:</b>	/Liane L. Churney/		

CH 2199097 \$65.00

Date:

10/17/2008

Total Attachments: 1

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ASSIGNMENT

FAMILY DIRECT, INC., a corporation of the State of Michigan, located at 27165 Northline Rd., Taylor, MI 48180, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, hereby sells, assigns and transfers unto TURNKEY MERCHANDISE PROGRAMS, LLC, a Limited Liability Company organized under the laws of the State of Michigan, located at 5404 Wayne Rd, Battle Creek, MI 49037, the entire right, title and interest, including any and all common law rights, in and to the following service mark registrations:

SERVICE MARK	REG. NO.	REGISTRATION DATE
IMAGINE THE CHALLENGE	2 199 097	October 20, 1998
TOYS THAT INSPIRE THE IMAGINATION	3 212 006	February 27, 2007

together with the good will of the business symbolized by the marks and the registrations therefor identified above. This Assignment is effective April 10, 2008.

FAMILY DIRECT, INC.

By: Scott B. Carrick  
Scott B. Carrick, President

Date: 10/16/08

STATE OF MICHIGAN

COUNTY OF

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On this 16 day of October, 2008, before me personally appeared Scott B. Carrick, who being by me duly sworn, deposes and says that he is the person described in and who executed the foregoing instrument and that the statements so made therein are true and correct in all particulars to the best of his knowledge and belief, and that further affiant says not.



Monica Chavarria  
Notary Public

July 17, 2012  
My commission expires

MONICA CHAVARRIA  
NOTARY PUBLIC - MICHIGAN  
10012005 WAYNE COUNTY  
ACTING IN THE COUNTY OF Wayne  
MY COMMISSION EXPIRES JULY 17, 2012