

**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>
FARNUM COMPANIES, INC.		05/01/2008	CORPORATION: ARIZONA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	T.F.H. PUBLICATIONS, INC.		
<b>Street Address:</b>	ONE TFH PLAZA, THIRD AND UNION AVENUES		
<b>City:</b>	NEPTUNE CITY		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07753		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2646890	KITTY L'AMOUR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(603)668-2970		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	603.668.6560		
<b>Email:</b>	jhobbs@gtp.com		
<b>Correspondent Name:</b>	Teresa C. Tucker		
<b>Address Line 1:</b>	55 South Commercial Street		
<b>Address Line 4:</b>	Manchester, NEW HAMPSHIRE 03301		
<b>ATTORNEY DOCKET NUMBER:</b>	TFHTM269US		
<b>NAME OF SUBMITTER:</b>	Teresa C. Tucker		
<b>Signature:</b>	/tct/		
<b>Date:</b>	10/23/2008		

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Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

WHEREAS, FARNAM COMPANIES, INC., an Arizona corporation with a principal place of business at 301 West Osborn Road, Phoenix, Arizona, 85013, is the record owner of the United States Trademark Registrations listed on Exhibit A of this document;

WHEREAS, T.F.H. PUBLICATIONS, INC., a Delaware corporation with a principal place of business at One TFH Plaza, Third and Union Avenues, Neptune City, New Jersey, 07753, is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said FARNAM COMPANIES, INC., does hereby assign unto said T.F.H. PUBLICATIONS, INC all rights, title and interest in and to the said trademarks, together with the goodwill of the business symbolized by the marks and the registrations thereof.

FARNAM COMPANIES, INC.

Date: \_\_\_\_\_

By: \_\_\_\_\_



Name:

Title:

Subscribed to and sworn to before me this \_\_\_\_ day of \_\_\_\_\_, 2008.

\_\_\_\_\_  
Notary Public

EXHIBIT A

Trademark	Registration No.	Registration Date
ATOMIC SAUCERBALL	2,416,427	12/26/2000
BALL STOMP'R	3,086,364	04/25/06
BINKYBALL	2,420,070	1/9/2001
BOUNCE-N-POUNCE	2,317,205	2/8/2000
BOUNCING PLUSH	2,644,021	10/29/02
BUBBLE BUDY	3,062,619	02/28/06
CAT HEAD (HAPPY DOG TOYS) 	2,587,695	07/02/02
CONEBONE	2,424,076	1/23/2000
CRITTER, THE	2,925,177	02/08/05
FUNKEEZ	2,613,377	08/27/02
HAPPY DOG	2,669,172	12/31/02
HAPPY DOG HEAD  (LOGO)	2,267,316	8/3/99
HUSH PLUS	2,891,881	10/5/04
JINGLEBALLS	2,317,204	2/8/00
JINGLEBONE	2,565,676	04/30/02
JUMBALL	2,453,706	5/22/01
KITTEN MITTEN	2,464,673	06/26/01
KITTY L'AMOUR	2,646,890	11/05/02
LIL CRITTER	2,789,902	12/02/2003
MAGIC CAT HAT	2,846,642	5/25/04
ORNAMUTTS	2,489,305	09/11/01
PUNKY CRITTER	2,789,901	12/02/03
TASTEMS	2,641,144	10/22/02
TENNIS BUDDY	2,793,173	12/09/03
THING-IN-A-BAG	2,785,098	11/18/03
TOSSEMS	2,641,143	10/22/02
TOYS FOR DOGS, CATS, AND OTHER KIDS	2,474,395	7/31/01
TUG MASTER	2,725,991	06/10/03
ZOOBEEZ!	2,534,777	01/29/02