

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| B-Bel Inc. | | 10/01/2008 | CORPORATION: CANADA |
| RECEIVING PARTY DATA | | | |
| Name: | Poof-Slinky, Inc. | | |
| Street Address: | 45400 Helm Street, P.O. Box 701394 | | |
| City: | Plymouth | | |
| State/Country: | MICHIGAN | | |
| Postal Code: | 48170-0964 | | |
| Entity Type: | CORPORATION: MICHIGAN | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3161716 | KIDS IN THE KITCHEN | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (215)540-5818 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 215 540 9200 | | |
| Email: | sbkita@howsonandhowson.com | | |
| Correspondent Name: | Stanley B. Kita, Howson & Howson LLP | | |
| Address Line 1: | 501 Office Center Drive | | |
| Address Line 2: | Suite 210 | | |
| Address Line 4: | Fort Washington, PENNSYLVANIA 19034 | | |
| ATTORNEY DOCKET NUMBER: | PS/KIDS IN KITCHEN | | |
| NAME OF SUBMITTER: | Stanley B. Kita | | |
| Signature: | /Stanley B. Kita/ | | |
| Date: | 10/29/2008 | | |

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Total Attachments: 1
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ASSIGNMENT OF U.S. TRADEMARKS

WHEREAS, B-Bel Inc., a Canadian corporation, having its principal place of business at Unit 3 – 45 Beghin Avenue, Winnipeg, Manitoba, Canada R2J 4B9 (hereinafter “ASSIGNOR”), is the owner of the entire right, title and interest, including goodwill, in and to the trademarks for KIDS IN THE KITCHEN and DOLL HOUSE DECORATOR, including U.S. Registration No. 3,161,716 for KIDS IN THE KITCHEN, and the goodwill symbolized by the marks (hereinafter “MARKS”); and


WHEREAS, Poof-Slinky, Inc., a Michigan corporation, having its principal place of business at 45400 Helm Street, P.O. Box 701394 (hereinafter “ASSIGNEE”) acquired ASSIGNOR’S entire right, title and interest in and to the MARKS, and the goodwill symbolized by the MARKS by an Asset Purchase Agreement dated October 1, 2008;

WHEREAS, ASSIGNOR AND ASSIGNEE wish to memorialize the trademark acquisition in an instrument suitable for recording;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, including the covenants and undertakings set forth in the Asset Purchase Agreement dated October 1, 2008, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign and transfer unto ASSIGNEE, ASSIGNOR’S entire right, title and interest in and to said MARKS, together with the entire goodwill of the business symbolized by the MARKS, and the right to prosecute and recover for any past infringements thereof, the same to be held and enjoyed by ASSIGNEE, its successors and assigns, as fully and entirely as the same would have been held by ASSIGNOR had this Assignment not been made.

IN WITNESS WHEREOF, ASSIGNOR has caused this ASSIGNMENT to be executed by its duly authorized officer effective as of the 1st day of October, 2008.

B-Bel, Inc.

By 
Its: president