

**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
------------------------------	--

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Kids Can Free the Children		10/12/2007	Registered Charity:

**RECEIVING PARTY DATA**

<b>Name:</b>	Kiel Projects Inc.
<b>Street Address:</b>	233 Carlton Street
<b>City:</b>	Toronto, Ontario
<b>State/Country:</b>	CANADA
<b>Postal Code:</b>	M5A 2L2
<b>Entity Type:</b>	CORPORATION:

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Serial Number:	77238652	ME TO WE

**CORRESPONDENCE DATA**

Fax Number: (608)283-2275  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 608-257-3501  
 Email: madipdocket@michaelbest.com  
 Correspondent Name: Michael Best & Friedrich LLP  
 Address Line 1: One South Pinckney Street  
 Address Line 2: P. O. Box 1806  
 Address Line 4: Madison, WISCONSIN 53701-1806

<b>ATTORNEY DOCKET NUMBER:</b>	022575-9006 US00
--------------------------------	------------------

**DOMESTIC REPRESENTATIVE**

Name: Jeffrey D. Peterson  
 Address Line 1: Michael Best & Friedrich LLP  
 Address Line 2: P.O. Box 1806

CH \$40.00 77238652

Address Line 4: Madison, WISCONSIN 53701-1806

NAME OF SUBMITTER:	Jeffrey D. Peterson
--------------------	---------------------

Signature:	/jeffrey d peterson/
------------	----------------------

Date:	11/08/2008
-------	------------

Total Attachments: 2 source=B1616827#page1.tif source=B1616827#page2.tif
--

**IN THE CANADIAN TRADE-MARKS OFFICE**

**ASSIGNMENT**

**WHEREAS** Kids Can Free the Children (the "Assignor"), the full post office address of whose principal office or place of business is 233 Carlton Street, Toronto, Ontario, M5A 2L2, is the owner of the trade-mark ME TO WE (the "Trade-mark");

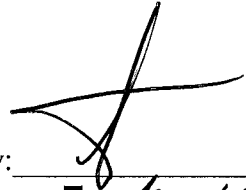
**AND WHEREAS** Kiel Projects Inc. (the "Assignee"), the full post office address of whose principal office or place of business is 233 Carlton Street, is desirous of acquiring the whole right, title and interest in and to the Trade-mark, together with the goodwill associated therewith;

**NOW THEREFORE**, the Assignor hereby sells, assigns and transfers unto the Assignee, its successors and assigns, the whole right, title and interest in and to the Trade-marks, together with the goodwill associated therewith;

**AND** Assignor agrees to do such acts, including executing such documents, as are reasonably required by Assignee to vest full title in Assignee of the Trade-marks together with all goodwill associated therewith.

**EXECUTED** as of this 12 day of October, 2007.

**Kids Can Free The Children**

By:   
Name: ■ Marc Kielburger  
Title: ■ Director

**APPENDIX 1**

**ACKNOWLEDGEMENT**

The undersigned, Kiel Projects Inc., hereby acknowledges and accepts the Assignment between Kids Can Free The Children and Kiel Projects Inc. and dated October 12, 2007 for the Trade-mark and appoints Torys LLP, whose full post office address in Canada is 79 Wellington Street West, Suite 2800, P.O. Box 270, T.D. Centre, Toronto, Ontario, M5K 1N2, as the firm to whom any notice in respect of the registration of the Assignment may be given or served with the same effect as if they had been given to or serviced upon it.

**EXECUTED** as of this 12 day of October, 2007.

**Kiel Projects Inc.**

By:   
Name: ■ Marc Kwellbayer  
Title: ■ Director