

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Moose Enterprise (Aust) Pty Ltd.		09/12/2008	CORPORATION: AUSTRALIA
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:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77385834	MAGIC FABRIC	
CORRESPONDENCE DATA			
Fax Number:	(516)742-4366		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	516-742-4343		
Email:	intprop@ssmp.com		
Correspondent Name:	Keith A. Weltsch		
Address Line 1:	400 Garden City Plaza		
Address Line 2:	Suite 300		
Address Line 4:	Garden City, NEW YORK 11530		
ATTORNEY DOCKET NUMBER:	2150/1005		
DOMESTIC REPRESENTATIVE			
Name:	Keith A. Weltsch		
Address Line 1:	400 Garden City Plaza		
Address Line 2:	Suite 300		

CH \$40.00 77385834

Address Line 4: Garden City, NEW YORK 11530

NAME OF SUBMITTER:

Keith A. Weltsch

Signature:

/Keith A. Weltsch/

Date:

11/19/2008

Total Attachments: 1
source=Assignment#page1.tif

ASSIGNMENT OF TRADEMARK RIGHTS

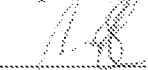
WHEREAS, Moose Enterprise (Aust) Pty Ltd., (hereinafter the "Assignor"),
having a principal office or place of business at 7-13 Ardena Court, East Bentleigh
Melbourne, Australia 3165, is the owner of the trade-mark MAGIC FABRIC, which is
subject of United States Application Serial No. 77-385834, filed January 31, 2008
(hereinafter the "Trademark") together with the goodwill associated therewith;

AND WHEREAS, Spin Master Ltd. (hereinafter the "Assignee") having a
principal office or place of business at 450 Front Street West, Toronto, Ontario
CANADA, M5V 1B6 is desirous of acquiring all right, title and interest in and to the
Trademark, together with the goodwill associated therewith;

NOW, THEREFORE, be it know that for and in consideration of the sum of one
dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of
which is hereby acknowledged, the Assignor hereby sells, transfers and assigns unto the
Assignee all right, title and interest in and to the Trademark together with the goodwill
associated therewith.

EXECUTED at _____ on the _____ day of _____ 2008.

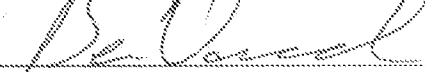
Moose Enterprise (Aust) Pty Ltd.

By: 

Title: DIRECTOR

EXECUTED at _____ on the _____ day of _____ 2008.

Spin Master Ltd.

By: 

Title: EXECUTIVE VICE PRESIDENT