

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
Farnum Companies, Inc.		05/01/2008	CORPORATION: ARIZONA
RECEIVING PARTY DATA			
Name:	T.F.H. PUBLICATIONS, INC.		
Street Address:	ONE TFH PLAZA, THIRD & UNION AVENUES		
City:	NEPTUNE CITY		
State/Country:	NEW JERSEY		
Postal Code:	07753		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2669172	HAPPY DOG	
CORRESPONDENCE DATA			
Fax Number:	(603)668-2970		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	603-668-6560		
Email:	jhobbs@gtp.com		
Correspondent Name:	Teresa C. Tucker		
Address Line 1:	55 South Commercial Street		
Address Line 4:	Manchester, NEW HAMPSHIRE 03101		
ATTORNEY DOCKET NUMBER:	TFHTM266US		
NAME OF SUBMITTER:	Teresa C. Tucker		
Signature:	/tct/		
Date:	12/09/2008		

OP \$40.00 2669172

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.

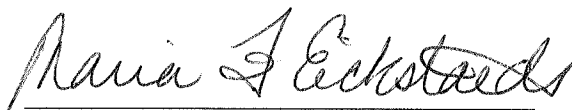
Date: May 1, 2008

By: 

Name: Barry G. Harrison

Title: Assistant Secretary

Subscribed to and sworn to before me this 1st day of May, 2008.



Notary Public

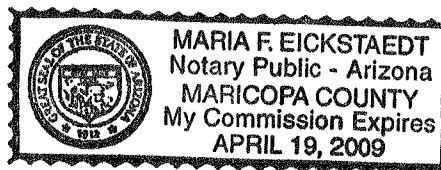




EXHIBIT A

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 BUDDY	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 PLUSH	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