

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
Ed Kaplan Associates		03/04/2004	PARTNERSHIP: FLORIDA
RECEIVING PARTY DATA			
Name:	Ed Kaplan Associates, LLC		
Composed Of:	COMPOSED OF Edwin Kaplan, Steven Kaplan, Michael Kaplan and Douglas Kaplan		
Street Address:	3700 South Ocean Boulevard		
Internal Address:	#1010		
City:	Highland Beach		
State/Country:	FLORIDA		
Postal Code:	33487		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	74557395	DOODLE BEAR	
CORRESPONDENCE DATA			
Fax Number:	(212)983-9210		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-983-6900		
Email:	smk@kaplev.com		
Correspondent Name:	Steven M. Kaplan		
Address Line 1:	630 Third Avenue		
Address Line 2:	5th Floor		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	EKA		
NAME OF SUBMITTER:	Steven Mark Kaplan		
Signature:	/stevenmkaplan/		

OP \$40.00 74557395

Date:

01/14/2009

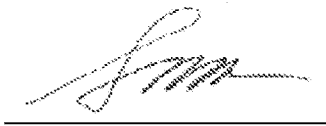
Total Attachments: 1

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ASSIGNMENT

ED KAPLAN ASSOCIATES, a general partnership, hereby assigns all of its rights, title and interests in and to any and all trademarks and tradenames it owns, including without limitation, the trademark DOODLE BEAR, Registration No. 1,991,882, to ED KAPLAN ASSOCIATES, LLC. This assignment includes all of the goodwill associated with the marks and any causes of action which may have accrued under such marks.

Dated: March 4, 2004



{00092664.1 / 0160-001}