

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
TOLLYTOTS LIMITED		01/28/2009	CORPORATION: HONG KONG

RECEIVING PARTY DATA

Name:	JAKKS Pacific, Inc.
Street Address:	22619 Pacific Coast Highway
City:	Malibu
State/Country:	CALIFORNIA
Postal Code:	90265
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	2605447	
Registration Number:	2949140	TOLLY GIRL 18" DOLL OUTFIT AGES 3+
Registration Number:	2583191	CD-TOTS
Registration Number:	2798105	CD-TOTS
Registration Number:	2813804	FRIENDS BY TOLLY
Registration Number:	2880140	PALOMA
Registration Number:	3029669	TOLLY
Registration Number:	2909117	TOLLY GIRL
Registration Number:	3095160	TOLLY GLIDER
Registration Number:	2576610	TOLLYTOTS
Registration Number:	3325124	TOLLYTOYS
Registration Number:	2880139	TRISHA

CORRESPONDENCE DATA

CH \$315.00 2605447

Fax Number: (212)752-4632
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2128888200
Email: lmiller@fkiwsb.com
Correspondent Name: Larry Miller
Address Line 1: 750 Lexington Ave.
Address Line 2: 24th Floor
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	TOLLYTOTSASSGNTTOJAKKS
NAME OF SUBMITTER:	Larry Miller
Signature:	/larry miller/
Date:	01/30/2009

Total Attachments: 7

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ASSIGNMENT OF TRADEMARKS

WHEREAS, TOLLY TOTS, LTD. (HK), a corporation organized and existing under the laws of Hong Kong, with offices at C/O JAKKS Pacific, Inc., 22619 Pacific Coast Highway, Malibu, California 90265 (hereinafter called the ASSIGNOR) is the owner of and has adopted, used and is using the trademarks listed in Schedule A hereto that are either registered or for which applications for registration have been filed in the United States Patent and Trademark Office or the appropriate trademark office of the referenced foreign country; and

WHEREAS, JAKKS Pacific, Inc., a corporation, with offices at 22619 Pacific Coast Highway, Malibu, California 90265 (hereinafter call the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof;

NOW, THEREFORE, in consideration of U.S. \$2.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR by these presents does sell, assign and transfer as of December 1, 2008 unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademarks, trademark registrations and trademark applications, together with that part of the goodwill of the ASSIGNOR'S business connected with the use of and symbolized by the said trademarks.

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IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this
28 day of January.

TOLLY TOTS, LTD. (HK)

Michael Dwyer
By: Michael Dwyer
Vice President-Legal

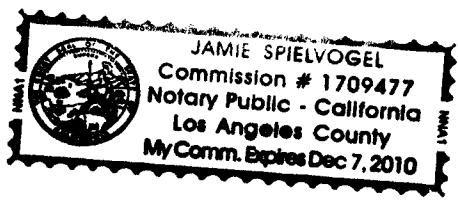
STATE OF CALIFORNIA)
COUNTY OF Los Angeles)ss.:

On the 28 day of January, 2009, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the entity upon behalf of which he acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

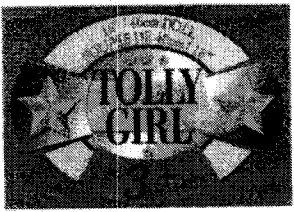
Signature: Jamie Spielvogel
Notary Public

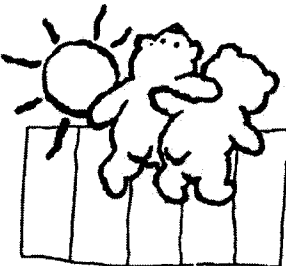


Schedule "A"

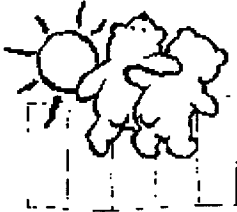

Trademark Details

A. CANADA

TRADE-MARK	STATUS	WARES & SERVICES
TOLLY GIRL	REGISTERED Application No.: 1194290 Filing Date: 2003-10-21 Registration No.: TMA643771 Registration Date: 2005-07-07	Dolls doll play sets doll furniture and doll accessories, namely doll outfits, doll dress up, doll hair accessories and sets, doll beds, doll pets, doll feeding accessories and sets, doll carriers, doll houses, doll strollers, doll carriages and prams, doll play yards, doll swings, doll bassinets and doll high chairs.
 TOLLY GIRL & Design	REGISTERED Application No.: 1194289 Filing Date: 2003-10-21 Registration No.: TMA643607 Registration Date: 2005-07-06	Dolls doll play sets doll furniture and doll accessories, namely doll outfits, doll dress up, doll hair accessories and sets, doll beds, doll pets, doll feeding accessories and sets, doll carriers, doll houses, doll strollers, doll carriages and prams, doll play yards, doll swings, doll bassinets and doll high chairs.
TOLLY	REGISTERED Application No.: 1148354 Filing Date: 2002-07-30 Registration No.: TMA599015 Registration Date: 2004-01-09	Dolls, doll strollers, doll play yards, doll swings, doll highchairs, doll clothing, doll furniture, doll carriers and doll sets, namely dolls and doll accessories thereof.
FRIENDS BY TOLLY	REGISTERED Application No.: 1148353 Filing Date: 2002-07-30 Registration No.: TMA599036 Registration Date: 2004-01-12	Dolls, doll strollers, doll play yards, doll swings, doll highchairs, doll clothing, doll furniture, doll carriers and doll sets, namely dolls and doll accessories thereof.
CD-TOTS	REGISTERED Application No.: 1047713 Filing Date: 2000-02-23 Registration No.: TMA558084 Registration Date: 2002-02-18	Dolls and doll accessories sold as a package with interactive game software featuring the doll children's interactive game software featuring a doll character.

TRADE-MARK	STATUS	WARES & SERVICES
 <p>BEARS FANCIFUL & DESIGN</p>	<p>REGISTERED Application No.: 1030117 Filing Date: 1999-09-24 Registration No.: TMA552095 Registration Date: 2001-10-05</p>	<p>Strollers, play yards, swings, high chairs, carriages, travel beds, car seats, carriers, cribs, dressers toys, namely doll strollers, doll play yards, doll swings, doll high chairs, doll sets, including dolls, doll clothing, and doll furniture.</p>
<p>TOLLYTOTS</p>	<p>REGISTERED Application No.: 1016013 Filing Date: 1999-05-18 Registration No.: TMA551394 Registration Date: 2001-09-24</p>	<p>Strollers, play yards, swings, high chairs, carriages, travel beds, car seats, carriers, cribs, dressers toys, namely doll strollers, doll play yards, doll swings, doll high chairs, doll sets, including dolls, doll clothing, and doll furniture.</p>

B. UNITED STATES

Mark/Title	Serial/Registration Number	Class and Goods	Status
	2,605,447	28: Swing sets, dolls, strollers, doll play yards, doll swings, doll highchairs, and doll sets, namely, dolls and doll accessories therefor	Registered August 6, 2002
	2949140	28: Dolls; doll play sets; doll furniture and doll accessories, namely, doll outfits, doll dress up, doll hair accessories and sets, doll beds, doll pets, doll feeding accessories and sets, doll carriers, doll houses, doll strollers, doll carriages and prams, doll play yards, doll swings, doll bassinets, and doll high chairs	Registered May 10, 2005.
CD-TOTS	2,583,191	09: Children's interactive educational game software featuring a doll character	Registered June 18, 2002
CD-TOTS	2,798,105	28: Dolls, doll accessories, and interactive children's educational game software featuring the doll character, sold together as a unit	Registered December 23, 2003
FRIENDS BY TOLLY	2,813,804	28: Dolls, doll strollers, doll play yards, doll swings, doll highchairs, doll clothing, doll furniture, doll carriers and doll sets, namely dolls and doll accessories thereof	Registered February 10, 2004
PALOMA	2,880,140	28: Dolls, doll outfits, doll accessories and doll furniture	Registered August 31, 2004

Mark/Title	Serial/Registration Number	Class and Goods	Status
TOLLY	3029669	28: Dolls, doll strollers, doll play yards, doll swings, doll highchairs, doll clothing, doll furniture, doll carriers and doll sets, namely dolls and doll accessories thereof	Registered December 13, 2005
TOLLY GIRL	2,909,117	28: Dolls; doll play sets; doll furniture and doll accessories, namely, doll outfits, doll dress up, doll hair accessories and sets, doll beds, doll pets, doll feeding accessories and sets, doll carriers, doll houses, doll strollers, doll carriages and prams, doll play yards, doll swings, doll bassinets, and doll high chairs	Registered December 7, 2004
TOLLY GLIDER	3,095,160	28: Toys, namely, electronic ride-on toys, electronic toy vehicles, electronic toy scooters, electronic gliders, electronic stick horses, and electronic stick riding toys	Registered May 23, 2006
TOLLYTOTS	2,576,610	28: Swings sets, dolls, doll strollers, doll play yards, doll swings, doll highchairs, and doll sets, namely dolls and doll accessories thereof	Registered June 4, 2002
TOLLYTOYS	3325124	28: Dolls; doll play sets; doll furniture and doll accessories, namely, doll outfits, doll dress up, doll hair accessories and sets, doll beds, doll pets, doll feeding accessories and sets, doll carriers, doll houses, doll strollers, doll carriages and prams, doll play	Registered October 30, 2007

Mark/Title	Serial/Registration Number	Class and Goods	Status
		yards, doll swings, doll bassinets, and doll high chairs	
TRISHA	2,880,139	28: Dolls, doll outfits, doll accessories and doll furniture.	Registered August 31, 2004