

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
Fridgeplay Limited		01/10/2009	Limited Company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Walden-Hays, Inc.		
Street Address:	P.O. Box 1071		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10276		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3185817	GOPLAY	
CORRESPONDENCE DATA			
Fax Number:	(212)468-4888		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-468-4800		
Email:	gboyd@dglaw.com		
Correspondent Name:	S. Gregory Boyd		
Address Line 1:	1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	2328-0511-000 - ASSIGNM.		
NAME OF SUBMITTER:	S. Gregory Boyd		
Signature:	/S. Gregory Boyd/		
Date:	02/18/2009		

CH \$40.00 3185817

Total Attachments: 1
source=GO PLAY ASSN 1#page1.tif

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT AGREEMENT (the "Agreement") is made and entered into by and between Fridgeplay Limited, ("Fridgeplay" or "Assignor"), a United Kingdom Limited Company, having an address of 2 Sheraton Street, London, UK W1F 8BH, and Walden-Hays, Inc., ("W-H" or "Assignee"), a New York corporation, having an address of P.O. Box 1071, New York, NY 10276.

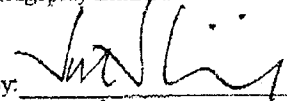
WHEREAS, Fridgeplay Limited is the owner of record of United States Trademark Registration No. 3185817 for the mark GOPLAY for Games, toys, puzzles, and playthings, namely, games and puzzles having magnetized components for affixation to metallic surfaces, in International Class 28 (the "GOPLAY Mark").

WHEREAS, W-H is desirous of acquiring the GOPLAY Mark, including the registration thereof; together with the goodwill of the business symbolized thereby; and

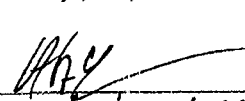
THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to the GOPLAY Mark, together with the goodwill of the business symbolized by the GOPLAY Mark in the United States, and the United States registration thereof, and all claims arising out of or relating to the use or ownership of the GOPLAY Mark, including, but not limited to, rights to damages or profits, due or accrued, arising out of past infringement of said marks or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed to be effective as of ~~January 27~~ *February 10th* 2009.

Fridgeplay Limited

By: 
Name: *S.M. STIRLING*
Title: *CEO*

Walden-Hays, Inc.,

By: 
Name: *Anthony Yampoukou*
Title: *VICE PRESIDENT*