

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
RC Ertl, Inc.		06/24/2003	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	RC2 Brands, Inc.		
<b>Street Address:</b>	2021 9th Street SE		
<b>City:</b>	Dyersville		
<b>State/Country:</b>	IOWA		
<b>Postal Code:</b>	52040		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2694091	JOYRIDE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(414)298-8097		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	414-298-1000		
<b>Email:</b>	tadmin@reinhartlaw.com		
<b>Correspondent Name:</b>	Daniel E. Kattman		
<b>Address Line 1:</b>	1000 North Water Street		
<b>Address Line 2:</b>	Suite 2100		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202		
<b>ATTORNEY DOCKET NUMBER:</b>	6748		
<b>NAME OF SUBMITTER:</b>	Michele Dietz		
<b>Signature:</b>	/mld/		
<b>Date:</b>	02/25/2009		

CH \$40.00 2694091

Total Attachments: 2

source=rc ertl to rc2 brands#page1.tif

source=rc ertl to rc2 brands#page2.tif

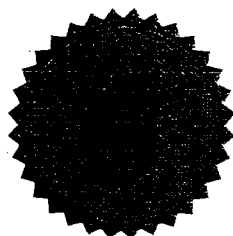
# Delaware

PAGE 1

*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "RC ERTL, INC.", CHANGING ITS NAME FROM "RC ERTL, INC." TO "RC2 BRANDS, INC.", FILED IN THIS OFFICE ON THE THIRTIETH DAY OF JUNE, A.D. 2003, AT 1:46 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.



2139250 8100

030430756

*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 2503707

DATE: 06-30-03

TRADEMARK

REEL: 003941 FRAME: 0970

CERTIFICATE OF AMENDMENT  
TO  
CERTIFICATE OF INCORPORATION

RC ERTL, INC., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "Corporation"),

DOES HEREBY CERTIFY:

FIRST: That the Board of Directors of the Corporation has determined that it is advisable and in the best interests of the Corporation that the Certificate of Incorporation of the Corporation be amended by deleting the current text of section FIRST thereof and substituting in lieu thereof the following:

FIRST: The name of the Corporation is RC2 Brands, Inc.


SECOND: That in accordance with section 228 of the General Corporation Law of the State of Delaware the holders of all of the issued and outstanding shares of capital stock of the Corporation have given written consent in favor of such amendment.

THIRD: That the foregoing amendment was duly adopted in accordance with the applicable provisions of section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the Corporation has caused this Certificate of Amendment to be signed by Curtis W. Stoelting, Chief Executive Officer, on this 24<sup>th</sup> day of June, 2003.

RC ERTL, INC.

BY

  
Curtis W. Stoelting, Chief Executive  
Officer