

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
Jada Toys, Inc.		02/23/2009	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Dentsu Inc.
Street Address:	1-8-1, Higashi-shimbashi Minato-ku
City:	Tokyo
State/Country:	JAPAN
Postal Code:	105-7001
Entity Type:	CORPORATION: JAPAN

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3337213	CHUB CITY
Registration Number:	3354207	CHUB CITY
Registration Number:	3024235	CHUB CITY
Registration Number:	3021587	CHUB CITY
Registration Number:	3356771	CHUB CITY
Serial Number:	76647541	CHUB CITY
Registration Number:	3021588	CHUB C.
Registration Number:	3174554	HYPE

CORRESPONDENCE DATA

Fax Number: (310)277-4730
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 310-788-1539
 Email: hyu@mwe.com
 Correspondent Name: Han Yu, c/o McDermott Will & Emery LLP
 Address Line 1: 2049 Century Park East, Suite #3800

CH \$215.00 3337213

Address Line 4: Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER: 018955.0011

DOMESTIC REPRESENTATIVE

Name: Han Yu, c/o McDermott Will & Emery LLP
Address Line 1: 2049 Century Park East, Suite #3800
Address Line 4: Los Angeles, CALIFORNIA 90067

NAME OF SUBMITTER: Han Yu

Signature: /Han Yu/

Date: 04/26/2009

Total Attachments: 3
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EXHIBIT C

TRADEMARK ASSIGNMENT

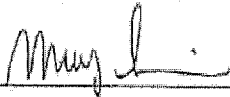
In connection with the Asset Purchase Agreement, effective as of Sept. 31st, 2008 entered into between JADA TOYS, INC. a California corporation, having an address at 938 Hatcher Ave., City of Industry, California 91748 (hereinafter "Assignor"), and DENTSU INC., a Japanese Corporation having an address at 1-8-1, Higashi-shimbashi Minato-ku, Tokyo 105-7001, Japan (hereinafter "Assignee"), JADA TOYS, INC., owner of the Trademark and Servicemark Registrations and Applications (the "Trademarks") shown on Schedule "A" attached hereto and of the goodwill of the business symbolized by said Trademarks hereby assigns, sells and transfers unto Assignee the entire right, title and interest in and to the Trademarks listed on Schedule "A" together with the goodwill of the business symbolized by said marks, the right of Assignor to conduct business under said Trademarks, and the right to sue for past infringements of said Trademarks.

The Assignor represents and warrants that it is free to enter into this assignment and to assign the rights herein assigned to Assignee and that it has not heretofore sold, assigned, transferred, hypothecated or otherwise disposed of or encumbered any portion of the rights herein assigned.

Assignor agrees to execute and deliver and cause to be executed and delivered to Assignee any and all documents and instruments reasonably necessary to effect and complete the transfer to Assignee of all rights assigned to Assignee hereunder in this Exhibit C. In the event Assignor fails to execute and deliver such other documents and instruments upon demand therefore by Assignee, Assignee is hereby authorized and appointed Assignor's irrevocable Attorney-in-Fact of and for the Assignor to make, execute and deliver any and all such documents and instruments. It is understood that Assignee's aforementioned powers as Attorney-in-Fact of the Assignor are powers coupled with an interest.

The Assignor has executed this Trademark Assignment as of Feb 23, 2009 ~~September~~, 2008.

"ASSIGNOR"



By: May Li
Date: 2/23/09

SCHEDULE "A"

No.	TRADEMARK NAME	COUNTRY	APPL. NO./ APPL. DATE.	REG. NO./ REG. DATE	INT'L CLASS OF GOODS	STATUS
1.	CHUB CITY	USA	76647541 9/27/2005	N/A	9	Pending
2.	CHUB CITY	USA	78884552 5/16/2006	3337213 11/13/2007	28	Registered
3.	CHUB CITY	USA	78884534 5/6/2006	3354207 12/11/2007	16	Registered
4.	CHUB CITY	USA	76977770 5/24/2004	3024235 12/6/2005	9, 16, 25, 28	Registered
5.	CHUB CITY	USA	76602552 7/16/2004	3021587 11/29/2005	28	Registered
6.	CHUB CITY	USA	76593718 5/24/2004	3356771 12/18/2007	18, 41	Registered
7.	CHUB CITY	Canada Priority based on USPTO:	1280755 11/24/2005 76647541 9/27/2005	TMA685793 04/11/2007		Registered
8.	CHUB CITY (Color claimed as part of Mark)	Hong Kong	300761021 11/15/2006	300761021 11/06/2007	9, 28	Registered
9.	CHUB CITY	Madrid Protocol Application Countries Designated: Australia, China, European Union,	Madrid Protocol from US No. 76977770 5/24/2004 76647541 9/27/2005 76593718	0880246 11/18/2005	16, 18, 24, 25, 41	Registered WIPO

No.	TRADEMARK NAME	COUNTRY	APPL. NO./ APPL. DATE.	REG. NO./ REG. DATE	INT'L CLASS OF GOODS	STATUS
		Japan	5/24/2004			
10.	CHUB CITY	Madrid Protocol Application Countries Designated: Australia, China, European Union, Japan	Madrid Protocol from US No. 76602552 7/16/2004 76977770 5/24/2004 76647541 9/27/2005	0883001 11/17/2005	9, 28	Registered WIPO
11.	CHUB CITY	Taiwan	094059908 12/12/2005	1242773 12/16/2006	9, 16, 18, 24, 25, 28, 41	Registered
12.	CHUB C.	USA	76605499 8/4/2004	3021588 11/29/2005	28	Registered
13.	CHUB DUBS	USA	76576535 3/3/2004	N/A	28	Abandoned
14.	HYPE	USA	76605498 8/4/2004	3174554 11/21/2006	28	Registered
15.	VINNY	USA	76605495 8/4/2004	N/A	28	Abandoned