

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
Kids Only, Inc.		07/02/2009	CORPORATION: MASSACHUSETTS

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: 11

Property Type	Number	Word Mark
Registration Number:	2687281	BABY ROSE
Registration Number:	2746552	CHESS TECH
Registration Number:	2721713	EVERY LITTLE GIRL'S DREAM
Registration Number:	1911536	KIDS ONLY!
Registration Number:	2386901	KIDS ONLY!
Serial Number:	76692321	KIDS ONLY!
Registration Number:	2921063	KING PIN
Serial Number:	76695789	PUZZLE FURNITURE
Registration Number:	3114757	SPLATTER BLAST
Registration Number:	2614646	SUNNY DAY PLAY
Registration Number:	2495047	SUPER SHOPPER

CORRESPONDENCE DATA

Fax Number: (212)888-7776

900137905

**TRADEMARK
 REEL: 004016 FRAME: 0898**

CH \$290.00 2687281

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 2128888200
Email: lmiller@fedkas.com
Correspondent Name: Larry Miller
Address Line 1: 845 Third Ave., 11th Floor
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	KIDSONLYASSIGNMENTS2JAKS
NAME OF SUBMITTER:	Larry Miller
Signature:	/larry miller/
Date:	07/03/2009

Total Attachments: 3
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TRADEMARK ASSIGNMENT

WHEREAS, Kids Only, Inc., a Massachusetts corporation, with an address of c/o JAKKS Pacific, Inc., 22619 Pacific Coast Highway, Malibu, CA 90265 (hereinafter "Assignor"), is the owner of the entire rights, title and interest in and to the Trademarks listed on Schedule "A" attached hereto and the registrations and applications for registration of the Trademarks on Schedule "A" (collectively the "Trademarks").

WHEREAS, JAKKS Pacific, Inc., 22619 Pacific Coast Highway, Malibu, CA 90265 (hereinafter "Assignee"), is desirous of acquiring the entire rights, title and interest in and to the Trademarks.

NOW, THEREFORE, the Assignor declares as follows:

The Assignor hereby perpetually and exclusively sells, assigns, transfers and conveys to the Assignee, in consideration of the sum of one dollar (\$1) and other good and valuable consideration, the receipt of which is hereby acknowledged, the entire rights, title and interest in and to the Trademarks, together with the goodwill of the business connected with the use and as symbolized by the Trademarks, along with all common law and statutory rights related thereto, all rights of renewal and extension effective as of May 20, 2009.

The Assignor further assigns to the Assignee the right to sue for past infringement and to recover and retain all damages and profits arising in connection with such Trademarks.


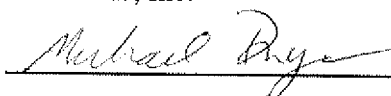
The Assignor undertakes to, upon the request of the Assignee, execute all papers, make all rightful oaths, testify on behalf of the Assignee, and do all other acts necessary to carry out the intent of this Agreement, as well as to provide such other material, information and/or assistance as the Assignee may consider necessary.

The Assignor covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

This Agreement shall be binding upon the parties, their successors and/or assigns, and all others acting by, through, with or under their direction and all those in privity therewith.

[signature page follows]

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment Agreement to be duly executed and signed by their duly authorized officers on this ____ day of July, 2009.

ASSIGNOR: Kids Only, Inc.	ASSIGNEE: JAKKS Pacific, Inc.
By: <u></u>	By: <u></u>
Name: <u>Joel M. Bennett</u>	Name: <u>Michael Dwyer</u>
Title: <u>CFO</u>	Title: <u>SVP-legal</u>
Date: July <u>2</u> , 2009	Date: July <u>2</u> , 2009

Schedule "A"

TRADEMARKS

Mark	Application No.	Registration No.
BABY ROSE	76240913	2687281
CHESS TECH	76409616	2746552
EVERY LITTLE GIRL'S DREAM	75784390	2721713
KIDS ONLY! & Design	74396002	1911536
KIDS ONLY! & Design	75525992	2386901
KIDS ONLY!	76692321	
KING PIN	76287002	2921063
PUZZLE FURNITURE	76695789	
SPLATTER BLAST	76632094	3114757
SUNNY DAY PLAY	76232721	2614646
SUPER SHOPPER	75906325	2495047