

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Zizzle Acquisition Company LLC		07/16/2009	LIMITED LIABILITY COMPANY:

**RECEIVING PARTY DATA**

Name:	Zizzle Toys LLC
Street Address:	1500 South Lakeside Drive
City:	Bannockburn
State/Country:	ILLINOIS
Postal Code:	60015
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 17**

Property Type	Number	Word Mark
Serial Number:	76977949	ASPHALT AUDIO
Serial Number:	77625473	BOOK CLICKS
Serial Number:	78941806	GOT THE MOVES
Serial Number:	78724938	GUT WRENCHER
Serial Number:	78579724	IZ
Serial Number:	78067823	IZZ
Serial Number:	78746359	LUCKY THE INCREDIBLE WONDER PUP
Serial Number:	77353962	P.J. SPARKLES
Serial Number:	77976779	P.J. SPARKLES
Serial Number:	77482863	PET 'N' PLAY PALZ
Serial Number:	77488987	R. DOGGY
Serial Number:	78941960	SMART STICKS
Serial Number:	77212396	SPORTS ACTION

CH \$440.00 76977949

**900139647**

**TRADEMARK  
 REEL: 004032 FRAME: 0798**

Serial Number:	78977537	ZIZZLE
Serial Number:	78977538	ZIZZLE
Serial Number:	78500402	ZIZZLE
Serial Number:	78803149	ZOUNDZ

**CORRESPONDENCE DATA**

Fax Number: (312)750-6546  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Email: apeterson@ngelaw.com, amcshane@ngelaw.com  
 Correspondent Name: Antony J McShane  
 Address Line 1: 2 North LaSalle Street, Suite 1700  
 Address Line 4: Chicago, ILLINOIS 60602

ATTORNEY DOCKET NUMBER:	018309.0002
NAME OF SUBMITTER:	Antony J McShane
Signature:	/Antony J McShane/
Date:	07/28/2009

Total Attachments: 2  
 source=Certificate of Amendment to Zizzle Toys#page1.tif  
 source=Certificate of Amendment to Zizzle Toys#page2.tif

# Delaware

PAGE 1

*The First State*

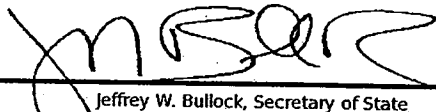
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "ZIZZLE ACQUISITION COMPANY, LLC", CHANGING ITS NAME FROM "ZIZZLE ACQUISITION COMPANY, LLC" TO "ZIZZLE TOYS LLC", FILED IN THIS OFFICE ON THE SIXTEENTH DAY OF JULY, A.D. 2009, AT 3:15 O'CLOCK P.M.

4701757 8100

090704406

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 7422954

DATE: 07-16-09

TRADEMARK  
REEL: 004032 FRAME: 0800

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 03:15 PM 07/16/2009  
FILED 03:15 PM 07/16/2009  
SRV 090704406 - 4701757 FILE

**CERTIFICATE OF AMENDMENT OF  
CERTIFICATE OF FORMATION OF  
ZIZZLE ACQUISITION COMPANY, LLC**

It is hereby certified that:

1. The name of the Company is Zizzle Acquisition Company, LLC.
2. The amendment to the Certificate of Formation effected by this Certificate is as follows:

By deleting the Article numbered "1" as it now exists and inserting in lieu thereof a new Article 1, reading as follows:

- "1. The name of the Company is Zizzle Toys LLC."
3. The aforesaid amendment was duly adopted in accordance with the provisions of Section 18-202 of the Limited Liability Company Act of the State of Delaware.

IN WITNESS WHEREOF, the Company has caused this certificate to be executed this 16<sup>th</sup> day of July, 2009.

ZIZZLE ACQUISITION COMPANY, LLC

By: /s/ Deborah Kruzel

Name: Deborah Kruzel

Title: Authorized Person

NGEDOC5:1643139.i