

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Parragon Books. Ltd.		06/24/2009	CORPORATION: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
Name:	MGA Entertainment, Inc.		
Street Address:	16360 Roscoe Boulevard		
City:	Van Nuys		
State/Country:	CALIFORNIA		
Postal Code:	91406		
Entity Type:	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Serial Number:	77630414	BEST FRIENDS' CLUB	
Serial Number:	77614392	BEST FRIENDS' CLUB	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(818)895-0771		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	818-894-2525		
Email:	tm@mgae.com		
Correspondent Name:	MGA Entertainment, Inc.		
Address Line 1:	16380 Roscoe Boulevard		
Address Line 4:	Van Nuys, CALIFORNIA 91406		
ATTORNEY DOCKET NUMBER:	BFC ASSIGNMENT		
NAME OF SUBMITTER:	Bryan J. Armstrong		
Signature:	/BRYAN J. ARMSTRONG/		

CH \$65.00 77630414

Date:

08/24/2009

**Total Attachments: 6**

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# EXHIBIT C

## Trademark Assignment

TRADEMARK ASSIGNMENT dated as of January 6, 2009 by and between MGA ENTERTAINMENT, ("Assignee"), with offices at 16360 Roscoe Blvd. Van Nuys, CA 91406 and, PARRAGON BOOKS, LTD., located at Queen Street House, 4 Queen Street, Bath, BA1 1HE United Kingdom ("Assignor").

Assignor owns the trademarks and service marks (including the application for registration thereof (the "Trademark Applications") listed in the Schedule hereto (the "Best Friends' Club Marks "). Pursuant to the Agreement between Assignor and Assignee dated as of November 21, 2008, Assignor agreed to sell, transfer and assign to Assignee all of Assignor's right, title, and interest in, Best Friends' Club Marks. :

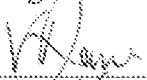
### NOW THEREFORE

1. For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby transfers, assigns, and otherwise conveys to Assignee, all of Assignor's right, title, and interest in, to, and under the Best Friends' Club Marks (as described in the attached Schedule /TOGETHER WITH the goodwill symbolized by them, but no greater business goodwill TOGETHER WITH all rights to proceeds of the foregoing, including, without limitation, any claim by Assignor against third parties for past, present or future infringements of the Best Friends' Club Marks:

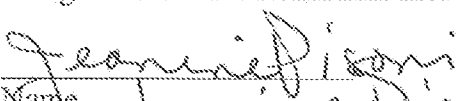
Assignor has caused this Trademark Assignment to be duly executed and authorized as of the date hereof.

### THE SCHEDULE (see attached pdf)


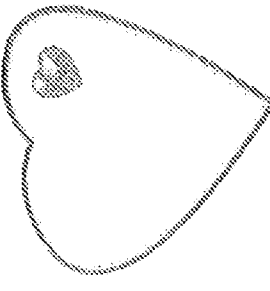
Assignor Parragon Books Ltd

  
Name Vencha Dura  
Date 15/6/2009

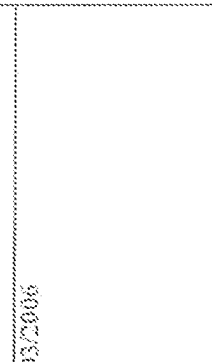
Assignee MGA Entertainment Inc.

  
Name Jeanine Pisoni  
Date 6/24/09

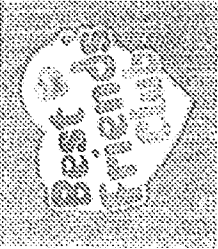
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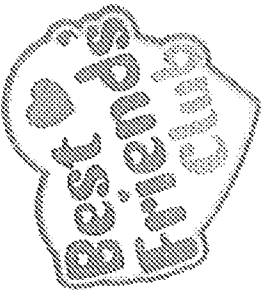
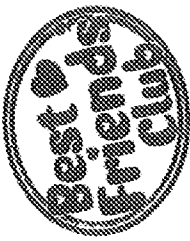
Trade Mark	Country	Current Status	Goods and Services	Registration/Application No.
	Australia	Registration	Books; printed matter; printed publications; diaries; stationery; magazines; comics; periodicals; posters; instructional and teaching materials; paper, cardboard and goods made from these materials; calendars; address books; appointment books; greeting cards; book ends; wrapping paper; gift tags; autograph books; decalcomanias; scrapbooks; yearbooks; journals; books and stationery sold together as a unit; activity books.	1153402
BEST FRIENDS' CLUB [WORDS]	Australia	Registration	Books; printed matter; printed publications; diaries; stationery; magazines; comics; periodicals; posters; instructional and teaching materials; paper, cardboard and goods made from these materials; calendars; address books; appointment books; greeting cards; book ends; wrapping paper; gift tags; autograph books; decalcomanias; scrapbooks; yearbooks; journals; books and stationery sold together as a unit; activity books.	1153382
	Community Trade Mark	Registration	Books; printed matter; printed publications; diaries; stationery; magazines; comics; periodicals; posters; instructional and teaching materials; paper, cardboard and goods made from these materials; calendars; address books; appointment books; greeting cards; book ends; wrapping paper; gift tags; autograph books; decalcomanias; scrapbooks; yearbooks; journals; books and stationery sold together as a unit; activity books.	6018642

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	<p>Community Trade Mark</p>	<p>Registration</p>	<p>Books; printed matter; printed publications; diaries; stationery; magazines; comics; periodicals; posters; instructional and teaching materials; paper, cardboard and goods made from these materials; calendars; address books; appointment books; greetings cards; book ends; wrapping paper; gift tags; autograph books; decalcomanias; scrapbooks; yearbooks; journals; books and stationery sold together as a unit; activity books.</p>	<p>5367801</p>
	<p>Community Trade Mark</p>	<p>Registration</p>	<p>Books; printed matter; printed publications; diaries; stationery; magazines; comics; periodicals; posters; instructional and teaching materials; paper, cardboard and goods made from these materials; calendars; address books; appointment books; greetings cards; book ends; wrapping paper; gift tags; autograph books; decalcomanias; scrapbooks; yearbooks; journals; books and stationery sold together as a unit; activity books.</p>	<p>6913353</p>
<p>BEST FRIENDS' CLUB [WORDS]</p>	<p>Community Trade Mark</p>	<p>Registration</p>	<p>Books; printed matter; printed publications; diaries; stationery; magazines; comics; periodicals; posters; instructional and teaching materials; paper, cardboard and goods made from these materials; calendars; address books; appointment books; greetings cards; book ends; wrapping paper; gift tags; autograph books; decalcomanias; scrapbooks; yearbooks; journals; books and stationery sold together as a unit; activity books.</p>	<p>5367487</p>
	<p>Iceband</p>	<p>Registration</p>	<p>Books; printed matter; printed publications; diaries; stationery; magazines; comics; periodicals; posters; instructional and teaching materials; paper, cardboard and goods made from these materials; calendars; address books; appointment books; greetings cards; book ends; wrapping paper; gift tags; autograph books.</p>	<p>46032006</p>

BEST FRIENDS' CLUB [WORDS]	Iceland	Registration	decalcomanias; scrapbooks; yearbooks; journals; books and stationery sold together as a unit; activity books.	4604/2006
BEST FRIENDS' CLUB [WORDS]	New Zealand	Registration	Books; printed matter; printed publications; diaries; stationery; magazines; comics; periodicals; posters; instructional and teaching materials; paper, cardboard and goods made from these materials; calendars; address books; appointment books; greetings cards; book ends; wrapping paper; gift tags; autograph books; decalcomanias; scrapbooks; yearbooks; journals; books and stationery sold together as a unit; activity books.	761017
BEST FRIENDS' CLUB [WORDS]	New Zealand	Registration	Books; printed matter; printed publications; diaries; stationery; magazines; comics; periodicals; posters; instructional and teaching materials; paper, cardboard and goods made from these materials; calendars; address books; appointment books; greetings cards; book ends; wrapping paper; gift tags; autograph books; decalcomanias; scrapbooks; yearbooks; journals; books and stationery sold together as a unit; activity books.	761020

	Norway	Unpublished Application (Pending)	<p>activity books. Books; printed matter; printed publications; diaries; stationery; magazines; comics; periodicals; posters; instructional and teaching materials; paper, cardboard and goods made from these materials; calendars; address books; appointment books; greetings cards; book ends; wrapping paper; gift tags; autograph books; decalcomanias; scrapbooks; yearbooks; journals; books and stationery sold together as a unit; activity books.</p>	200615474
BEST FRIENDS' CLUB [WORDS]	Norway	Unpublished Application (Pending)	<p>Books; printed matter; printed publications; diaries; stationery; magazines; comics; periodicals; posters; instructional and teaching materials; paper, cardboard and goods made from these materials; calendars; address books; appointment books; greetings cards; book ends; wrapping paper; gift tags; autograph books; decalcomanias; scrapbooks; yearbooks; journals; books and stationery sold together as a unit; activity books.</p>	200615473
PRZYJACIOLKINA ZA WSZE (words) (BEST FRIENDS' CLUB in Polish)	Poland	Registration	<p>Books; printed matter; printed publications; diaries; stationery; magazines; comics; periodicals; posters; instructional and teaching materials; paper, cardboard and goods made from these materials; calendars; address books; appointment books; greetings cards; book ends; wrapping paper; gift tags; autograph books; decalcomanias; scrapbooks; yearbooks; journals; books and stationery sold together as a unit; activity books.</p>	Z.319892

	<p>United Kingdom</p>	<p>Registration</p>	<p>Books; printed matter; printed publications, diaries; stationery; magazines; comics; periodicals; posters; instructional and teaching materials; paper, cardboard and goods made from these materials; calendars; address books; appointment books; greetings cards; book ends; wrapping paper; gift tags; autograph books; decalcomanias; scrapbooks; yearbooks; journals; books and stationery sold together as a unit; activity books.</p>	<p>2434823</p>
	<p>United States of America</p>	<p>Pending Amendment to Allege Use filed. Awaiting confirmation from USPTO</p>	<p>Books; activity books.</p>	<p>77/630414</p>
<p>BEST FRIENDS' CLUB [WORDS]</p>	<p>United States of America</p>	<p>Pending Amendment to Allege Use filed. Awaiting confirmation from USPTO</p>	<p>Books; activity books.</p>	<p>77/614392</p>

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