

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Jada Toys, Inc.		02/23/2009	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Dentsu Inc.		
<b>Street Address:</b>	1-8-1, Higashi-shimbashi Minato-ku		
<b>City:</b>	Tokyo		
<b>State/Country:</b>	JAPAN		
<b>Postal Code:</b>	105-7001		
<b>Entity Type:</b>	CORPORATION: JAPAN		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3064195	J-HUSTLE	
<b>Registration Number:</b>	3088130		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)277-4730		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	310-788-1539		
<b>Email:</b>	hyu@mwe.com		
<b>Correspondent Name:</b>	Han Yu, c/o McDermott Will & Emery LLP		
<b>Address Line 1:</b>	2049 Century Park East, Suite #3800		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90067		
<b>ATTORNEY DOCKET NUMBER:</b>	018955.0011		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			
<b>Address Line 1:</b>			

CH \$65.00 3064195

Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:

Han Yu

Signature:

/Han Yu/

Date:

08/28/2009

Total Attachments: 2

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EXHIBIT C – SUPPLEMENT

TRADEMARK ASSIGNMENT

As a supplement to Exhibit C of the Asset Purchase Agreement, effective as of September 3, 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"), Assignor, owner of the Trademark Registrations shown on Supplement to Schedule "A" attached hereto (hereinafter the "Trademarks") 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 the attached Supplement to Schedule "A", together with the goodwill of the business symbolized by said Trademarks, the right of Assignor to conduct business under said Trademarks, and the right to sue for past infringement of said Trademarks.

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 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 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 Assignor are powers coupled with an interest.

This Trademark Assignment shall be deemed executed and effective as of February 23, 2009.

"ASSIGNOR"

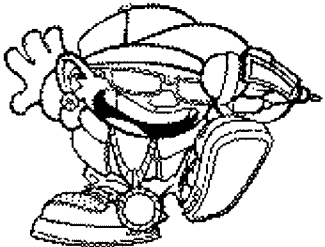
JADA TOYS, INC.

By: \_\_\_\_\_

Name: May Li

Title: President

**SUPPLEMENT TO SCHEDULE "A"**

No.	TRADEMARK NAME	COUNTRY	APPL. NO./ APPL. DATE	REG. NO./ REG. DATE	INT'L CLASS OF GOODS	STATUS
1.	J-HUSTLE	USA	76605492 08/04/2004	3064195 02/28/2006	28	Registered
2.	Design 	USA	76605489 08/04/2004	3088130 05/02/2006	28	Registered