

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| FARNUM COMPANIES, INC. | | 05/01/2008 | CORPORATION: ARIZONA |
| RECEIVING PARTY DATA | | | |
| Name: | T.F.H. PUBLICATIONS, INC. | | |
| Street Address: | ONE TFH PLAZA, THIRD & UNION AVENUES | | |
| City: | NEPTUNE CITY | | |
| State/Country: | NEW JERSEY | | |
| Postal Code: | 07753 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2785098 | THING-IN-A-BAG | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (603)668-2970 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 603-668-6560 | | |
| Email: | jhobbs@gtpp.com | | |
| Correspondent Name: | Grossman, Tucker, Perreault & Pflieger, P | | |
| Address Line 1: | 55 South Commercial Street | | |
| Address Line 4: | Manchester, NEW HAMPSHIRE 03101 | | |
| ATTORNEY DOCKET NUMBER: | TFHTM272US | | |
| NAME OF SUBMITTER: | Teresa C. Tucker, NH bar member | | |
| Signature: | /tct/ | | |
| Date: | 10/23/2009 | | |

OP \$40.00 2785098

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS


WHEREAS, FARNAM COMPANIES, INC., an Arizona corporation with a principal place of business at 301 West Osborn Road, Phoenix, Arizona, 85013, is the record owner of the United States Trademark Registrations listed on Exhibit A of this document;

WHEREAS, T.F.H. PUBLICATIONS, INC., a Delaware corporation with a principal place of business at One TFH Plaza, Third and Union Avenues, Neptune City, New Jersey, 07753, is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said FARNAM COMPANIES, INC., does hereby assign unto said T.F.H. PUBLICATIONS, INC all rights, title and interest in and to the said trademarks, together with the goodwill of the business symbolized by the marks and the registrations thereof.

FARNAM COMPANIES, INC.

Date: May 1, 2008

By: 

Name: Barry G. Harrison

Title: Assistant Secretary

Subscribed to and sworn to before me this 1st day of May, 2008.



Notary Public

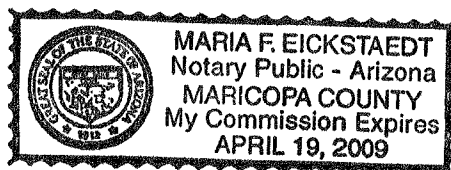




EXHIBIT A

| Trademark | Registration No. | Registration Date |
|---|------------------|-------------------|
| ATOMIC SAUCERBALL | 2,416,427 | 12/26/2000 |
| BALL STOMP'R | 3,086,364 | 04/25/06 |
| BINKYBALL | 2,420,070 | 1/9/2001 |
| BOUNCE-N-POUNCE | 2,317,205 | 2/8/2000 |
| BOUNCING PLUSH | 2,644,021 | 10/29/02 |
| BUBBLE BUDDY | 3,062,619 | 02/28/06 |
| CAT HEAD (HAPPY DOG TOYS)  | 2,587,695 | 07/02/02 |
| CONEBONE | 2,424,076 | 1/23/2000 |
| CRITTER, THE | 2,925,177 | 02/08/05 |
| FUNKEEZ | 2,613,377 | 08/27/02 |
| HAPPY DOG | 2,669,172 | 12/31/02 |
| HAPPY DOG HEAD  (LOGO) | 2,267,316 | 8/3/99 |
| HUSH PLUSH | 2,891,881 | 10/5/04 |
| JINGLEBALLS | 2,317,204 | 2/8/00 |
| JINGLEBONE | 2,565,676 | 04/30/02 |
| JUMBALL | 2,453,706 | 5/22/01 |
| KITTEN MITTEN | 2,464,673 | 06/26/01 |
| KITTY L'AMOUR | 2,646,890 | 11/05/02 |
| LIL CRITTER | 2,789,902 | 12/02/2003 |
| MAGIC CAT HAT | 2,846,642 | 5/25/04 |
| ORNAMUTTS | 2,489,305 | 09/11/01 |
| PUNKY CRITTER | 2,789,901 | 12/02/03 |
| TASTEMS | 2,641,144 | 10/22/02 |
| TENNIS BUDDY | 2,793,173 | 12/09/03 |
| THING-IN-A-BAG | 2,785,098 | 11/18/03 |
| TOSSEMS | 2,641,143 | 10/22/02 |
| TOYS FOR DOGS, CATS, AND OTHER KIDS | 2,474,395 | 7/31/01 |
| TUG MASTER | 2,725,991 | 06/10/03 |
| ZOOBEEZ! | 2,534,777 | 01/29/02 |