

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
Playmates Toys Inc.		02/22/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Playmates IP Limited		
Street Address:	21/F, The Toy House		
Internal Address:	100 Canton Road		
City:	Tsimshatsui, Kowloon		
State/Country:	HONG KONG		
Entity Type:	CORPORATION: HONG KONG		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77923218	HEARTS FOR HEARTS GIRLS	
CORRESPONDENCE DATA			
Fax Number:	(202)218-0020		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-218-0000		
Email:	ekomen@sheppardmullin.com		
Correspondent Name:	Edwin Komen		
Address Line 1:	1300 I Street, NW		
Address Line 2:	11th Floor East		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005-3314		
ATTORNEY DOCKET NUMBER:	09JG - 152829		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

CH \$40.00 77923218

900155236

**TRADEMARK
 REEL: 004152 FRAME: 0771**

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Edwin Komen

Signature:

/Edwin Komen/

Date:

02/22/2010

Total Attachments: 2

source=Assignment of Hearts For Hearts Girls#page1.tif

source=Assignment of Hearts For Hearts Girls#page2.tif

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is by and between Playmates Toys Inc., a California Corporation, located at 611 Anton Boulevard, Suite 600, Costa Mesa, California 92626 ("Playmates") and Playmates IP Limited, a Hong Kong Corporation, located at 21/F, The Toy House, 100 Canton Rd., Tsimshatsui, Kowloon, Hong Kong ("Playmates IP").

WHEREAS, Playmates is the owner of all right, title and interest in and to the trademark "Hearts For Hearts Girls" including the applications therefore, Serial No. 77923218, filed January 29, 2010, (the "Trademark"), together with the goodwill of the business connected with and symbolized by the Trademark; and

WHEREAS, Playmates IP desires to acquire all right, title and interest in and to the Trademark.

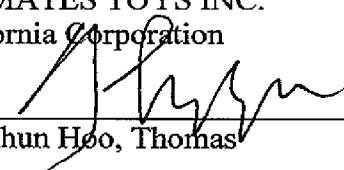
NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

Playmates hereby sells, assigns, transfers and conveys to Playmates IP the entire right, title, interest in and to the Trademark in the United States and all jurisdictions outside the United States, with the goodwill of the business connected with, and symbolized by the Trademark, and together with that portion of the business to which the mark pertains, such business being ongoing and existing (including, without limitation, the right to renew any registrations included in the Trademark, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademark, and any priority right that may arise from the Trademark), including all causes of action as may have accrued on or before the date of this Trademark Assignment, the same to be held and enjoyed by Playmates IP as fully and entirely as said interest could have been held and enjoyed by Playmates had this sale, assignment, transfer and conveyance not been made.

Playmates authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office, and in any applicable jurisdictions outside the United States, to record the transfer of the applications for this Trademark to Playmates IP. Playmates agrees to further execute any documents reasonably necessary to effect this Assignment, or to confirm Playmates IP ownership of the Trademark.

[Signatures on next page.]

PLAYMATES TOYS INC.
a California Corporation

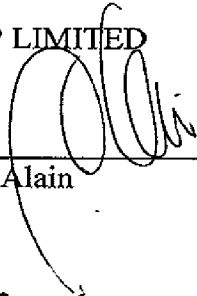
By: 
Chan Chun Hoo, Thomas

Title: Director

Date: 22 FEB 2010

Agreed and accepted:

PLAYMATES IP LIMITED
a Corporation

By: 
Cheng Bing Kin, Alain

Title: Director

Date: 22 FEB 2010