

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
ORIGINAL IDEAS, INC.		09/25/2009	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Imperial Toy, LLC		
Street Address:	16641 Roscoe Place		
City:	North Hills		
State/Country:	CALIFORNIA		
Postal Code:	91343		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2859632	DOUBLE ACTION ENDLESS BUBBLES	
CORRESPONDENCE DATA			
Fax Number:	(310)820-5988		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-207-3800		
Email:	bill_holbrow@bstz.com,maria_papi@bstz.com		
Correspondent Name:	Willmore F. Holbrow		
Address Line 1:	12400 Wilshire Boulevard, Ste 700		
Address Line 4:	Los Angeles, CALIFORNIA 90025		
ATTORNEY DOCKET NUMBER:	042075.G125		
NAME OF SUBMITTER:	Willmore F. Holbrow		
Signature:	/s/Willmore F. Holbrow		
Date:	03/16/2010		

CH \$40.00 2859632

Total Attachments: 2

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QUIT CLAIM ASSIGNMENT

WHEREAS, Original Ideas or I, the undersigned president of assigning corporation, whose address is set forth below, may have rights to the following trademarks:

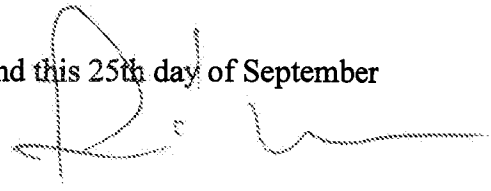
ENDLESS BUBBLES DOUBLE ACTION ENDLESS BUBBLES

WHEREAS, Imperial Toy LLC, a limited liability company organized and existing under the laws of the California and having a place business at 16641 Roscoe Place, North Hills, California 91343 (hereinafter referred to as ASSIGNEE), is desirous of acquiring the interest in and ownership of rights that Original Ideas, Inc. and/or Robert DeMars has or may have to the above trademark and any federal registration including any and all state or common law rights to the above trademark or any similar legal protection to be obtained therefore in the United States and in any and all foreign countries.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good valuable consideration, receipt and sufficiency of which is hereby acknowledged, we hereby sell, assign, transfer and quitclaim to ASSIGNEE, its successors and assigns, forever any right, title, goodwill and/or interest that Original Ideas, Inc. and/or Robert DeMars has or may have to said trademarks, including, but not limited to all common law and state rights to the trademarks in the United States and its territorial possessions and in all foreign countries and to all trademark registrations or similar legal protection in the United States and its territorial possessions and the right to apply for registrations in the United States and its territorial possessions and its rights to sue and collect damages and/or profits for past or future infringement of the trademarks; and

I, the ASSIGNOR, make no representation, warranties or guarantees as it relates to the extent of rights, if any, in the above trademarks.

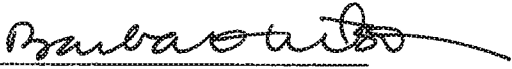
IN WITNESS WHEREOF, We have hereunto set hand this 25th day of September 2009.



Signature: _____
Name Printed: Robert DeMars both individually and on behalf of Original Ideas, Inc.
Address: 80-585 Via Talavera
La Quinta, California 92253
Citizenship: USA

STATE OF *California*)
)ss
COUNTY OF *Los Angeles*)

BE IT KNOWN, that on this 25th day of September, 2009, before me personally came Robert A. Demars, to me known to be the person mentioned in and who executed the foregoing assignment, and he acknowledged to me that he executed the same as his free act and deed for the use and purposes therein mentioned.



Notary Public

