

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
Ty Inc.		04/16/2010	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Tween Brands Investment, LLC
Street Address:	8323 Walton Parkway
City:	New Albany
State/Country:	OHIO
Postal Code:	43054
Entity Type:	LIMITED LIABILITY COMPANY: OHIO

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	77701897	JOYFUL JUSTICE

CORRESPONDENCE DATA

Fax Number: (312)782-3806
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312-580-2020
 Email: srogers@scandagliaryan.com
 Correspondent Name: Scott E. Rogers
 Address Line 1: 55 East Monroe
 Address Line 2: c/o Scandaglia & Ryan
 Address Line 4: Chicago, ILLINOIS 60603

NAME OF SUBMITTER:	Scott E. Rogers
Signature:	/srogers/
Date:	04/19/2010

Total Attachments: 1

900159987

**TRADEMARK
 REEL: 004188 FRAME: 0460**

CH \$40.00 77701897

Trademark Assignment

WHEREAS, Ty Inc., with its principal place of business at 280 Chestnut Avenue, Westmont, Illinois 60559 ("Assignor"), has adopted, owns and is using the Mark JOYFUL JUSTICE ("the Mark") in connection with the following goods and/or services: bean bag dolls, dolls, plush dolls, soft sculpture dolls, and soft sculpture plush toys; and

WHEREAS, Assignor has applied for a federal registration of the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods identified therein, Serial No. 77701897, applied for on March 30, 2009; and

WHEREAS, Tween Brands Investment, LLC, a limited liability company organized and existing under Ohio law, with its principal place of business at 8323 Walton Parkway, New Albany, Ohio, 43054 ("Assignee"), desires to acquire the Mark and the above-referenced application (or ensuing registration);

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title, interest and goodwill in and to the Mark, and the application (or ensuing registration) thereof.

Ty Inc.

By: _____

Name: _____

Title: _____

Dated effective as of: _____

SUBSCRIBED and SWORN to before me this 16th of April, 2010.

Rebecca L. Davidek

Notary Public

My Commission Expires: 6/19/10

