

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
MZB IMAGINATION LLC		06/16/2010	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	M.Z. BERGER & CO., INC.		
Street Address:	29-76 Northern Blvd., 4th Floor		
City:	Long Island City		
State/Country:	NEW YORK		
Postal Code:	11101		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Serial Number:	73432082	PIERRE CARDIN	
Serial Number:	73432244	PIERRE CARDIN	
Serial Number:	73432245	PC	
Serial Number:	74176917	PC	
Serial Number:	75689616	STYLUS	
Serial Number:	75729552	AIR WRITER	
Serial Number:	76354684	LIQUID LEAD	
Serial Number:	76354685	BALLPOINT PENCIL	
Serial Number:	76354686	BALLPOINT	
Serial Number:	76374753	STYLUS STUDIO	
Serial Number:	77035170	GIGA BUBBLES	
Serial Number:	77035348	THE UNSTOPPABLE GIGA BUBBLES	
Serial Number:	78628984	SPRAY ART	

CH \$340.00 73432082

CORRESPONDENCE DATA

Fax Number: (212)894-5712
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-940-8712
Email: linda.chan@kattenlaw.com
Correspondent Name: Linda S. Chan
Address Line 1: 575 Madison Avenue
Address Line 2: Katten Muchin Rosenman LLP
Address Line 4: New York, NEW YORK 10022-2585

ATTORNEY DOCKET NUMBER:	100548-00165 (BRGR 24.382)
NAME OF SUBMITTER:	Linda S. Chan
Signature:	/Linda S. Chan/
Date:	06/24/2010

Total Attachments: 6
source=BRGR TM Assignment#page1.tif
source=BRGR TM Assignment#page2.tif
source=BRGR TM Assignment#page3.tif
source=BRGR TM Assignment#page4.tif
source=BRGR TM Assignment#page5.tif
source=BRGR TM Assignment#page6.tif

ASSIGNMENT OF TRADEMARKS

WHEREAS, **MZB IMAGINATION LLC** (“ASSIGNOR”), a limited liability company organized and existing under the laws of New York, USA, having a place of business at 29-76 Northern Blvd., 4th Floor, Long Island City, New York, 1101 USA, has adopted, used and is the owner of the entire right, title and interest in and to certain trademarks, service marks and trade names, and registrations and pending applications therefor, identified and listed on Schedule A hereto and made a part hereof, (collectively, the “Scheduled Marks”), and the priority rights associated therewith; and

WHEREAS, the said ASSIGNOR desires to transfer, assign, convey, deliver, set over and vest all of said right, title and interest for the United States and all other foreign countries unto and in **M.Z. BERGER & CO., INC.** (“ASSIGNEE”), a corporation organized and existing under the laws of New York, USA, having a place of business at 29-76 Northern Blvd., 4th Floor, Long Island City, New York, 1101 USA; and

WHEREAS, ASSIGNEE desires to receive from ASSIGNOR all of said right, title and interests in the Scheduled Marks;

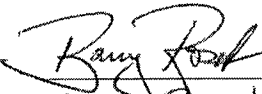
WHEREAS, ASSIGNEE is a successor to the business of ASSIGNOR, or a portion thereof, to which the Scheduled Marks pertain, and that business is existing and ongoing;

NOW THEREFORE, in consideration of One Dollar (\$1.00) and other valuable consideration, the receipt and adequacy of which are hereby acknowledged, ASSIGNOR does hereby assign, convey, transfer, deliver, set over and vest to and in ASSIGNEE, its successors and assigns, absolutely and forever, this entire right, title and interest, whether statutory or common law, in and to the Scheduled Marks, and all the rights and privileges related thereto including but not limited to the priority rights arising from said application and mark, the right to recover and take all such proceedings as may be necessary for the recovery of damages or otherwise in respect of past, present and future infringement and dilution, together with that part

of the goodwill of the business connected with the use of and symbolized by said Scheduled Marks throughout the world.

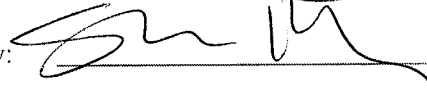
IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment of Trademarks to be executed and delivered as of this 16th day of June, 2010.

ASSIGNOR
M.Z. BERGER & CO., INC.

By: 
Name: Barry Rosenbaum
Title: President

IN WITNESS WHEREOF, ASSIGNEE, accepts this Assignment of Trademarks executed and delivered as of this 16th day of June, 2010.

ASSIGNEE
M.Z. BERGER & CO., INC.

By: 
Name: Steve Kuritzky
Title: Vice President, Business Affairs

SCHEDULE A

Trademark Name	Attorney(s)	Client Matter #	Status	Application Number/Filing Date	Registration Number/Date	Renewal Date	First Use Date
AIR WRITER United States of America/Country:	MAC MR Owner: Stylus Inc.	0184STYL	Registered	75/729552 16-Jun-1999	2483277 28-Aug-2001	17-Nov-1998	28-Aug-2011
	16 Classes: Goods: Writing instruments		Remarks:				
BALLPOINT United States of America/Country:	MAC MR Owner: Stylus Inc.	0155STYL	Registered	76/354686 03-Jan-2002	2926571 15-Feb-2005	15-Feb-2013	
	16 Classes: Writing instruments, namely, pencils and mechanical pencils Goods:		Remarks:				
BALLPOINT PENCIL United States of America/Country:	MAC MR Owner: Stylus Inc.	0156STYL	Registered	76/354685 03-Jan-2002	2739684 22-Jul-2003	22-Jul-2013	01-May-2002
	16 Classes: Writing instruments, namely, pencils and mechanical pencils Goods:		Remarks:				
BRIO Japan/Country:	MAC MR Owner: Advance Watch d/b/a Stylus Wr ?	0202STYL	Registered	2005-000796 07-Jan-2005	4892216 02-Sep-2005	07-Sep-2013	
	16 Classes: Writing implements [writing instruments]; other stationery and materials Goods:		Remarks:				
BRIO Korea (South)/Country:	MAC MR Owner: Advance Watch d/b/a Stylus Wr	0202STYL	Registered	40-2005-606 06-Jan-2005	639953 22-Nov-2005	22-Nov-2013	
	16 Classes: Ballpoint pens; ink refills for ballpoint pens; rollerball pens; ink refills for rollerball pens; mechanical pencils; refills for mechanical pencils; and non-mechanical pencils Goods:		Remarks:				
ELGIN Japan/Country:	MAC MR Owner: Advance Watch d/b/a Stylus Wr	0181STYL	Registered	2004-081169 02-Sep-2004	4864196 13-May-2005	13-May-2013	
	16 Classes: Goods: Stationery and study materials		Remarks:				
GIGA BUBBLES United States of America/Country:	MAC MR Owner: Stylus Inc.	0220STYL	Registered	77/035170 02-Nov-2006	3524650 28-Oct-2008	28-Oct-2018	12-Aug-2008
	28 Classes: Bubble making toys, namely, bubble making wands, blowers, guns, squitters and bubble making solution Goods:		Remarks:				
GIGA BUBBLES and Design United States of America/Country:	MAC MR Owner: Stylus Inc.	0221STYL	Registered	77/035348 02-Nov-2006	3524653 28-Oct-2008	28-Oct-2018	12-Aug-2008
	28 Classes: Bubble making toys, namely, bubble making wands, blowers, guns, squitters and bubble making solution Goods:		Remarks:				

Trademark Name	Attorney(s)	Client Matter #	Status	Application Number/Filing Date	Registration Number/Date	Renewal Date	First Use Date
LIQUID LEAD	MAC MR	0157STYL	Registered	76/354684 03-Jan-2002	2773095 14-Oct-2003	14-Oct-2013	01-May-2002
United States of America/Country:	Owner: Stylus Inc.						
	16 Classes:						
	Goods: Writing instruments		Remarks:				
PANACHE	MAC MR	0203STYL	Registered	2005-000797 07-Jan-2005	4892217 02-Sep-2005	02-Sep-2015	
Japan/Country:	Owner: Advance Watch d/b/a Stylus Wr						
	16 Classes:						
	Writing implements [writing instruments]; other stationery and materials Goods:		Remarks:				
PANACHE	MAC MR	0203STYL	Registered	40-2005-607 06-Jan-2005	639954 22-Nov-2005	22-Nov-2015	
Korea (South)/Country:	Owner: Advance Watch d/b/a Stylus Wr						
	16 Classes:						
	Ballpoint pens; ink refills for ballpoint pens; rollerball pens; ink refills for rollerball pens; mechanical pencils; refills for mechanical pencils; and non-mechanical pencils Goods:		Remarks:				
PC (Stylized)	MAC MR	0180STYL	Registered	73/432245 27-Jun-1983	1314537 15-Jan-1985	15-Jan-2015	
United States of America/Country:	Owner: Advance Watch d/b/a Stylus Wr						
	The following Class 16 goods only: Stationery, namely, paper, writing paper, notebooks, pads, folders, calendars, and office requisites, namely, fountain pens, ball points, felt pens, inks, diaries Goods:		Remarks:				
PC (Stylized) United States of America/Country:	0170MAC MR Advance Watch d/b/a Stylus Wr	Owner: STYL	Registered	74/176917 17-Jun-1991	1749873 02-Feb-1993	02-Feb-2013	
	The following Class 16 goods only: Memo pads; diaries, agendas, personal pocket planners; and address books; pens and pencils; letter openers; block calendars and printed schedules; writing paper; letter, document and paper expanding files; carbon paper; notebooks; book covers; note and writing pads; file, stationery; playing cards Goods: Remarks: 0169 Registered						
PC and Design Canada/Country:	Advance Watch d/b/a Stylus Wr	Owner: STYL	Registered	542082 17-Apr-1985	342582 08-Jul-1988	08-Jul-2018	
	The following Class 16 goods only: WRITING PAPER Goods:		Remarks:				
PIERRE CARDIN Canada/Country:	0176AMAC MR Advance Watch d/b/a Stylus Wr	Owner: STYL	Registered	318,973 14-Jan-1969	168669 23-Apr-1970	23-Apr-2015	
	The following Class 16 goods only: STATIONERY Goods:		Remarks:				
PIERRE CARDIN Canada/Country:	0176MAC MR Advance Watch d/b/a Stylus Wr	Owner: STYL	Registered	603,076 17-Mar-1988	408608 26-Feb-1993	26-Feb-2023	
	The following Class 16 goods only: PAINTBRUSHES Goods:		Remarks:				

Trademark Name	Attorney(s)	Client Matter #	Status	Application Number/Filing Date	Registration Number/Date	Renewal Date	First Use Date
PIERRE CARDIN United States of AmericaCountry:	0178MAC MR	Advance Watch	Registered	73/432082 27- Jun-1983	1316905 29- Jan-1985	29-Jan- 2015	
	The following Class 16 goods only: Stationery, namely, paper, writing paper, notebooks, pads, folders, calendars, and office requisites, namely, fountain pens, ball points, felt pens, inks, diaries Goods: Remarks: 0168 RegisteredMAC MR Advance Watch d/b/a Stylus Wr 542,085 17-Apr-1985Owner: STYL						
PIERRE CARDIN (Script) and Design CanadaCountry:					342833 15- Jul-1988	15-Jul- 2018	
	The following Class 16 goods only: WRITING PAPER Goods: Remarks:						
PIERRE CARDIN (Stylized) United States of AmericaCountry:	0177MAC MR	Advance Watch	Registered	73/432244 27- Jun-1983	1316906 29- Jan-1985	29-Jan- 2015	
	The following Class 16 goods only: Stationery, namely, paper, writing paper, notebooks, pads, folders, calendars, and office requisites, namely, fountain pens, ball points, felt pens, inks, diaries Goods: Remarks: 0173 RegisteredMAC MR Advance Watch d/b/a Stylus Wr 383632 10-Mar-1975Owner: STYL						
PIERRE CARDIN and Design CanadaCountry:					216335 01- Oct-1976	01-Oct- 2021	
	The following Class 16 goods only: WRITING PAPER Goods: Remarks:						

Trademark Name	Attorney(s)	Client Matter #	Status	Application Number/Filing Date	Registration Number/Date	Renewal Date	First Use Date
SPRAY ART Canada Country:	MAC MR	0239STYL	Pending	1251709 23-Mar-2005			
	Writing, marking and drawing instruments; Goods: instruments for spraying, airbrushing and marking paper, stencils and other objects; arts and crafts products Remarks:						
SPRAY ART United States of America Country:	MAC MR	0239STYL	Pending	78/628984 12-May-2005			
	Owner: Spin Master Ltd. 16 Classes:						
STYLUS (Stylized) United States of America Country:	MAC MR	0153STYL	Registered	75/689616 23-Apr-1999	2513803 04-Dec-2001	01-Mar-199204-Dec- 2011	
	Owner: Stylus Inc. 16 Classes: Goods: Writing instruments Remarks:						
STYLUS STUDIO United States of America Country:	MAC MR	0172STYL	Registered	76/374753 25-Feb-2002	2778556 21-Oct-2003	21-Oct-2013	
	Owner: Stylus Inc. 16 Classes: Goods: Writing instruments Remarks:						