

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
The Topps Company, Inc.		12/06/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Topps Properties, Inc.		
Street Address:	One Whitehall Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10004		
Entity Type:	a wholly-owned subsidiary of Assignor and a corporation: DELAWARE		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	0835967	TOPPS	
Registration Number:	1809166	TOPPS	
Registration Number:	1040693	RING POP	
Registration Number:	3176343	BABY BOTTLE POP	
Registration Number:	2554171	BABY BOTTLE POP	
Registration Number:	1390109	PUSH POP	
Registration Number:	3257228	JUICY DROP	
Registration Number:	3011956	BAZOOKA	
Registration Number:	1896290	BAZOOKA	
Registration Number:	3703303	BAZOOKA	
Registration Number:	3056184	BAZOOKA	
Registration Number:	3006418	BAZOOKA	
Registration Number:	0673216	BAZOOKA JOE	
Registration Number:	3703325	TOPPS ATTAX	

OP \$415.00 0835967

Serial Number:	77980212	SLAM ATTAX
Serial Number:	77841372	JUICY DROP

CORRESPONDENCE DATA

Fax Number: (212)687-2329
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212.338.3527
Email: ptomailnewyork@foley.com, abaum@foley.com,
emarmo@foley.com, spippin@foley.com, nalayev@foley.com
Correspondent Name: Andrew Baum/Foley & Lardner LLP
Address Line 1: 90 Park Avenue
Address Line 4: New York, NEW YORK 10016

ATTORNEY DOCKET NUMBER:	093000-8004
NAME OF SUBMITTER:	Andrew Baum
Signature:	/Andrew Baum/
Date:	12/08/2010

Total Attachments: 3
source=Topps Assignment Agreement#page1.tif
source=Topps Assignment Agreement#page2.tif
source=Topps Assignment Agreement#page3.tif

Trademark Assignment

WHEREAS, The Topps Company, Inc., a corporation organized under the laws of the State of Delaware, having a principal place of business at One Whitehall Street, New York, New York 10004 ("Assignor"), has adopted, owns and is using the trademarks listed on Exhibit A hereto, on and in connection with the marketing and sale of the good and services set forth in the registrations and applications listed on Exhibit A (the "Trademarks");

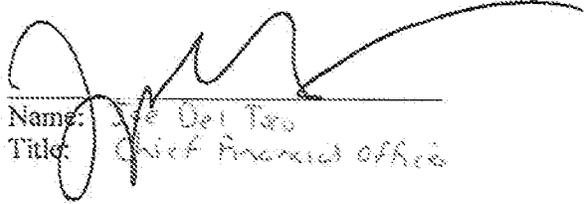
WHEREAS, Assignor wishes to sell, assign and transfer, and Topps Properties, Inc., a wholly-owned subsidiary of Assignor and a corporation organized under the laws of the State of Delaware, having a principal place of business at One Whitehall Street, New York, New York 10004 ("Assignee"), wishes to acquire, Assignor's rights to the Trademarks and the goodwill of Assignor's business symbolized thereby and associated therewith, and the registrations and applications set forth on Exhibit A;

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 and interest in and to the Trademarks, together with the goodwill of the Assignor's business symbolized by the Trademarks and associated therewith, the registrations and applications listed on Exhibit A, all rights of action accrued and to accrue under and by virtue thereof, including the right to sue and recover for past infringement of the Trademarks, and all records and files relating to the Trademarks, effective as of December 7, 2010.

From time to time after the date hereof, at the request of either party hereto, and at the expense of the party so requesting, each of the parties hereto shall execute and deliver to such requesting party such documents and take such other actions as such requesting party may reasonably request in order to carry out and fulfill the purposes and intent of this Assignment.

IN WITNESS WHEREOF, the parties hereto have caused this instrument to be executed, in duplicate counterparts, by their duly authorized representatives as of the day and year set forth below.

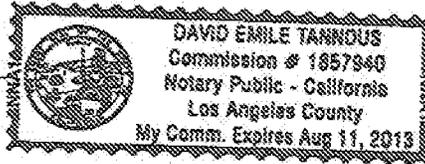
THE TOPPS COMPANY, INC.


Name: Jose Del Toro
Title: Chief Financial Officer

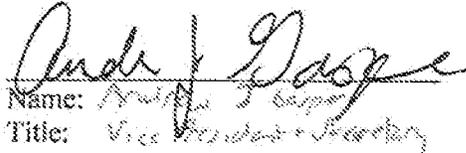
Effective as of 12/6, 2010:

SUBSCRIBED and SWORN to before me this
6th day of 12, 2010:


Notary Public

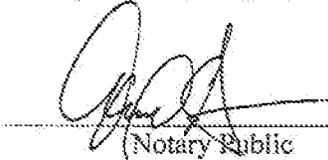


TOPPS PROPERTIES, INC.


Name: Andrew J. Dwyer
Title: Vice President - Secretary

Effective as of 12/6, 2010:

SUBSCRIBED and SWORN to before me this
6th day of 12, 2010:


Notary Public

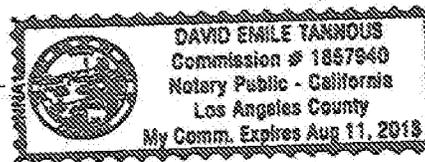


EXHIBIT A

UNITED STATES

Mark	Registration / Application No.				
TOPPS	835967	1809166			
RING POP	1040693				
BABY BOTTLE POP	3176343	2554171			
PUSH POP	1390109				
JUICY DROP	3257228				
BAZOOKA	3011956	1896290	3703303	3056184	3006418
BAZOOKA JOE	673216				
TOPPS ATTAX	3703325				
SLAM ATTAX	77/980212				
JUICY DROP	77/841372				

EUROPEAN COMMUNITY

Mark	Registration / Application No.				
TOPPS	120949	8301053			

ISRAEL

Mark	Registration / Application No.				
BAZOOKA	221685	221686			

CANADA

Mark	Application No.
SLAM ATTAX	1474190

* Pending registrations