

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.		02/01/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	J. Shackelford Associates, LLC		
Street Address:	3 San Marcos Trail		
City:	Santa Fe		
State/Country:	NEW MEXICO		
Postal Code:	87508		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3413067	AMAZING ALLYSEN	
Registration Number:	2458623	AMAZING BABIES	
Registration Number:	3096889	AMAZING PETS	
CORRESPONDENCE DATA			
Fax Number:	(312)488-4177		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(312) 488-4173		
Email:	jglover@lsglegal.com		
Correspondent Name:	Jerry Glover		
Address Line 1:	203 N. LaSalle Street, Suite 2550		
Address Line 4:	Chicago, ILLINOIS 60601		
NAME OF SUBMITTER:	Jerry Glover		
Signature:	/Jerry Glover/		
Date:	12/10/2010		

OP \$90.00 3413067

Total Attachments: 2

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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 J. Shackelford Associates, LLC, a California Limited Liability Company, located at 3 San Marcos Trail, Santa Fe, New Mexico 87508 ("Shackelford").

WHEREAS, Playmates is the owner of all right, title and interest in and to the trademarks "Amazing Allysen," "Amazing Babies" and "Amazing Pets," including the registrations, therefore, Registration No. 3,413,067, issued April 15, 2008, Registration No. 2,458,623, issued June 5, 2001, and Registration No. 3,096,889, issued May 23, 2006 (the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Shackelford desires to acquire all right, title and interest in and to the Trademarks.

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 Shackelford the entire right, title, interest in and to the Trademarks in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with, and symbolized by, the Trademarks (including, without limitation, the right to renew any registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks), 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 Shackelford 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 registrations for these Trademarks to Shackelford. Playmates agrees to further execute any documents reasonably necessary to effect this Assignment, or to confirm Shackelford's ownership of the Trademarks.

[Signatures on next page.]

PLAYMATES TOYS INC.
a California Corporation

By: *Andre Lake Mayer*
Andre Lake Mayer

Title: Vice President Strategic Alliances
and Business Development

Date: 1-29-2010

Agreed and accepted:

J. SHACKELFORD ASSOCIATES, LLC
a Limited Liability Company

By: *Judy Shackelford*
Judy Shackelford

Title: President & Chief Executive
Officer

Date: 2/1/2010