

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Newtoy, Inc.		11/22/2010	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	Newtoy, LLC		
Street Address:	365 Vermont Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94103		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	77820321	WORDS WITH FRIENDS	
Serial Number:	85144590	NEWTOY CITY	
Registration Number:	3669282	NEWTOY	
Registration Number:	3704619	CHESS WITH FRIENDS	
Registration Number:	3704620	GAMES WITH FRIENDS	
CORRESPONDENCE DATA			
Fax Number:	(858)272-0221		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	8582720220		
Email:	trademarks@ipla.com		
Correspondent Name:	John M. Kim		
Address Line 1:	1940 Garnet Avenue		
Address Line 2:	Suite 230		
Address Line 4:	San Diego, CALIFORNIA 92109		
NAME OF SUBMITTER:	John M. Kim		

OP \$140.00 77820321

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TRADEMARK
 REEL: 004451 FRAME: 0868

Signature:	/John M. Kim/
Date:	01/12/2011
Total Attachments: 1 source=Inc. to LLC#page1.tif	

ASSIGNMENT OF TRADEMARK RIGHTS

This Assignment of Trademark Rights ("Assignment") is entered into as of November 22, 2010, by and between Newtoy, Inc., a Texas corporation (the "Assignor"), and Newtoy LLC, a Delaware limited liability company ("Assignee").

RECITALS

A. Assignor is the owner of record of the following United States trademark registrations: Registration No. 3,669,282 for NEWTOY; Registration No. 3,704,619 for CHESS WITH FRIENDS; and Registration No. 3,704,620 for GAMES WITH FRIENDS (collectively "Registrations"). Assignor is also the owner of record of the following United States trademark applications: Application Serial No. 77/820,321 for WORDS WITH FRIENDS; and Application Serial No. 85/144,590 for NEWTOY CITY (collectively "Applications").

B. Assignor is desirous of assigning to Assignee all right, title, interest and goodwill in the Registrations and Applications and all related rights. Assignee is desirous of accepting such assignment.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the parties agree as follows.

AGREEMENT

1. Assignment. Assignor hereby assigns to Assignee all right, title and interest in and to the Registrations and Applications and all related rights. Assignee accepts such assignment.

2. Execution and Delivery. Assignor agrees to execute and deliver all papers, instruments and assignments and to perform any other reasonable acts the Assignee may require in order to vest all right, title and interest in and to the Registrations and Applications and any related rights to the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is necessary to effectuate the assignment, to the extent such evidence is in the possession or control of Assignor.

WHEREFORE, the parties have executed this Assignment as of the date first set forth above.

Assignor

Assignee

Newtoy, Inc.

Newtoy LLC

By: 

By: 

Michael Chow
Chief Operations Officer

Karyn Smith
Assistant Secretary