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THE WALT DISNEY COMPANY COMPANY:500 SOUTH BUENA VISTA STREET

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
PS Brands, LLC, a New York limited liability company		11/10/2010	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	Disney Enterprises, Inc.		
Street Address:	500 South Buena Vista Street		
City:	Burbank		
State/Country:	CALIFORNIA		
Postal Code:	91521		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3080089	LOVE BUG	
CORRESPONDENCE DATA			
Fax Number:	(818)848-6424		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	trademarks@disney.com		
Correspondent Name:	The Walt Disney Company		
Address Line 1:	500 South Buena Vista Street		
Address Line 4:	Burbank, CALIFORNIA 91521		
ATTORNEY DOCKET NUMBER:	OTHER-STUDIO-SA		
NAME OF SUBMITTER:	Ann Savary		
Signature:	/AnnSavary/		
Date:	12/17/2010		

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): THE WALT DISNEY COMPANY COMPANY: 500 SOUTH BUENA VISTA STREET

Total Attachments: 2

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THE WALT DISNEY COMPANY COMPANY:500 SOUTH BUENA VISTA STREET

ASSIGNMENT

WHEREAS, PS Brands, LLC, a New York limited liability company, with an address of 100 West 33rd Street, New York, New York 10001 ("Assignor"), is the owner of the LOVE BUG United States trademark registration and Canadian trademark application, as set out in the enclosed Schedule (hereinafter, the "Trademarks");

WHEREAS, Disney Enterprises, Inc., a Delaware corporation, located and doing business at 500 South Buena Vista Street, Burbank, California 91521 ("Assignee"), is desirous of acquiring said Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns any and all right, title and interest in and to the Trademarks throughout the world and the United States, registration and Canadian application therefor, together with the goodwill of the business symbolized by the Trademarks, and with all claims arising out of or relating to the Trademarks.

PS Brands, LLC

Disney Enterprises, Inc.

By: 

By: 

Name: ELIE LEVY
President/CEO

Name: ANNE CAKES

Title: _____

Title: VP & COO, RP

Date: 1/18/11

Date: 11/23/10

THE WALT DISNEY COMPANY COMPANY:500 SOUTH BUENA VISTA STREET

SCHEDULE

Country Name	Trademark	Application No.	Issue Date	Registration No.	Registration Date
Canada	LOVIC BLOS	3,743,727	10-31-09		
United States	LOVIC BLOS			3,159,089	11-19-05