

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
MEGA Brands America, Inc.		01/31/2011	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	MEGA Brands International, Luxembourg, Zug Branch		
Street Address:	Poststrasse 6		
City:	Zug		
State/Country:	SWITZERLAND		
Postal Code:	CH-6300		
Entity Type:	CORPORATION: LUXEMBOURG		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3884116	THE WRITE DUDES	
CORRESPONDENCE DATA			
Fax Number:	(212)370-1819		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	1 212 661 1400		
Email:	ddonnelly@vonmaltitz.com		
Correspondent Name:	Diane Donnelly		
Address Line 1:	von Maltitz, Derenberg, Kunin, et al		
Address Line 2:	60 East 42nd Street, Suite 2446		
Address Line 4:	New York, NEW YORK 10165		
ATTORNEY DOCKET NUMBER:	7262		
DOMESTIC REPRESENTATIVE			
Name:	Diane Donnelly		
Address Line 1:	von Maltitz, Derenberg, Kunin et al		

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**TRADEMARK
 REEL: 004464 FRAME: 0401**

Address Line 2: 60 East 42nd Street, Suite 2446
Address Line 4: New York, NEW YORK 10165

NAME OF SUBMITTER:	Diane Donnelly
Signature:	/Diane Donnelly/
Date:	01/31/2011

Total Attachments: 2
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ASSIGNMENT

WHEREAS, MEGA Brands America, Inc., a corporation of New Jersey (hereinafter "Assignor"), is the owner of the trademark THE WRITE DUDES, and registration thereof under No. 3,884,116 in the United States Patent and Trademark Office; and

WHEREAS, MEGA Brands International, Luxembourg, Zug Branch, a corporation of Luxembourg, with a business address of Poststrasse 5, Zug, Switzerland CH-6300 (hereinafter "Assignee"), is desirous of acquiring said mark and registration;

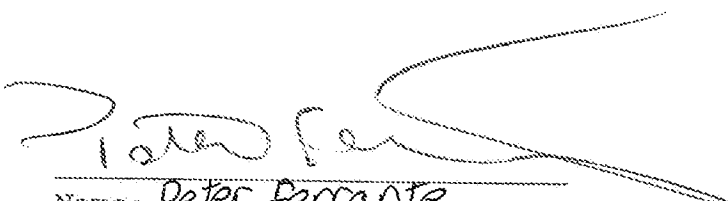
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all of Assignor's rights, title and interest in and to said mark and registration thereof, together with the good will of the business connected with the use of and symbolized by said mark, as well as all rights to damages or profits, due or accrued, arising out of past infringement of said

mark or injury to said good will, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed
this 31st day of January, 2011.

MEGA Brands America, Inc.

By



Name: Peter Ferrante
Title: Director