

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
NeoToy LLC		12/06/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Spin Master Ltd.		
Street Address:	450 Front Street West		
Internal Address:	Toronto		
City:	Ontario		
State/Country:	CANADA		
Postal Code:	M5V1B6		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2145691	DOCTOR DREADFUL	
Registration Number:	1907790	DOCTOR DREADFUL FOOD LAB	
Registration Number:	1940209	DOCTOR DREADFUL DRINK LAB	
CORRESPONDENCE DATA			
Fax Number:	(212)575-0671		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 790-9200		
Email:	trademark@ccl.com		
Correspondent Name:	Sujata Chaudhri		
Address Line 1:	1133 Avenue of the Americas		
Address Line 2:	Cowan, Liebowitz & Latman, P.C.		
Address Line 4:	New York, NEW YORK 10036-6799		
ATTORNEY DOCKET NUMBER:	28658.015;SZC;AEC		

OP \$90.00 2145691

DOMESTIC REPRESENTATIVE

Name: Sujata Chaudhri
Address Line 1: 1133 Avenue of the Americas
Address Line 2: Cowan, Liebowitz & Latman, P.C.
Address Line 4: New York, NEW YORK 10036-6799

NAME OF SUBMITTER:	Sujata Chaudhri
Signature:	/Sujata Chaudhri/
Date:	04/19/2011

Total Attachments: 3
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ASSIGNMENT

WHEREAS, NeoToy LLC (hereinafter the "Assignor"), having a principal office or place of business at 3 Sunset Court Hawthorn Woods, Illinois 60047, United States of America, is the owner of the trade-mark registrations and applications listed in the attached Schedule "A" and of the trade-marks shown in the said registrations and applications (hereinafter the "Trade-marks") with the goodwill associated therewith;

AND WHEREAS, Spin Master Ltd. (hereinafter the "Assignee") having a principal office or place of business at 450 Front Street West, Toronto, Ontario M5V 1B6, Canada, is desirous of acquiring all right, title and interest in and to the Trade-marks, together with the goodwill associated therewith;

NOW, THEREFORE, know all, that for the sum of ten dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, the said Assignor does hereby sell, assign and transfer to the said Assignee all the worldwide rights, title and interests, of the said Assignor in and to the said Trade-marks in all the countries and/or jurisdictions set out in Schedule "A", including the goodwill associated therewith, to the said Trade-marks therefor.

IN WITNESS WHEREOF the Assignor has caused the Assignment to be executed under the hands of its duly authorized officers.

EXECUTED at (City) Hawthorn Woods (State and Country) ILLINOIS, U.S.A.
this 6 day of (month) DECEMBER, 2010.

Assignor

NeoToy LLC

By: Richard C. Gironick

Name: RICHARD GIRONICK

Title: PRESIDENT

Witness

By: Janice B. Davis

Name: JANICE DAVIS

Title: OFFICE MGR.

TRADEMARK

REEL: 004525 FRAME: 0110

IN WITNESS WHEREOF the Assignee has caused the Assignment to be executed under the hands of its duly authorized officers.

EXECUTED at (City) TORONTO (State and Country) ONTARIO, CANADA
this 16th day of (month) December, 2010.

Assignee

Spin Master Ltd.

By: 

Name: CHRIS HARRIS

Title: SVP GENERAL COUNSEL

Witness

By: 

Name: JESSICA SPRATLEY

Title: IP CONTRACTS ADMINISTRATOR

IN WITNESS WHEREOF, as a notary public registered before the Province of Ontario, I have hereunto set my hand and notarial seal and attest that the Assignment herein was executed in good faith in my presence by the parties set forth herein.




(Notary Public) KAROLINE KRAKA

Schedule A

<u>Trade-mark</u>	<u>Country</u>	<u>Registration No.</u>	<u>Our File</u>
DOCTOR DREADFUL	Canada	TMA721,125	2719-3240
DOCTOR DREADFUL	Canada	TMA438,010	2719-3240
DOCTOR DREADFUL	Australia	617995	2719-3240
DOCTOR DREADFUL	Australia	1036651	2719-3240
DOCTOR DREADFUL	China	4495555	2719-3240
DOCTOR DREADFUL	CTM	004227203	2719-3240
PROF. HORRIBILUS	CTM	004179371	2719-3240
DOCTOR DREADFUL	Hong Kong	300353745	2719-3240
DOCTOR DREADFUL	USA	2145691	2719-3240
DOCTOR DREADFUL FOOD LAB	USA	1907790	2719-3240
DOCTOR DREADFUL DRINK LAB	USA	1940209	2719-3240