

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TPC Acquisition LLC		03/28/2011	LIMITED LIABILITY COMPANY: NEW JERSEY
RECEIVING PARTY DATA			
Name:	The Personalized Company LLC		
Street Address:	1299 Main Street		
City:	Rahway		
State/Country:	NEW JERSEY		
Postal Code:	07065		
Entity Type:	LIMITED LIABILITY COMPANY: NEW JERSEY		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Serial Number:	77880056	EKIDS	
Registration Number:	3042106	EKIDS	
Registration Number:	3042107	EKIDS	
Registration Number:	3042108	EKIDS	
Registration Number:	2230190	MY TWINN	
Registration Number:	3185267	MY TWINN	
Registration Number:	1897057	MY TWINN	
Registration Number:	2471917	MYTWINN.COM	
Registration Number:	3172897	MY TWINN FRIEND	
CORRESPONDENCE DATA			
Fax Number:	(914)288-0023		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	914-821-9073		
Email:	sloane@leasonellis.com		

OP \$240.00 77880056

900196982

TRADEMARK
REEL: 004582 FRAME: 0520

Correspondent Name: Peter S. Sloane
Address Line 1: 81 Main Street, Suite 503
Address Line 4: White Plains, NEW YORK 10601

ATTORNEY DOCKET NUMBER:	4745/8000-000
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NAME OF SUBMITTER:	Peter S. Sloane
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Signature:	/peter sloane/
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Date:	07/13/2011
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Total Attachments: 0

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