

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Personalized Company LLC		08/30/2011	LIMITED LIABILITY COMPANY: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	KIDdesigns, Inc.		
<b>Street Address:</b>	1299 Main Street		
<b>City:</b>	Rahway		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07065		
<b>Entity Type:</b>	CORPORATION: NEW JERSEY		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3042106	EKIDS	
Registration Number:	3042107	EKIDS	
Registration Number:	3042108	EKIDS	
Serial Number:	77880056	EKIDS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(914)288-0023		
<b>Phone:</b>	914-821-9073		
<b>Email:</b>	sloane@leasonellis.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Peter S. Sloane		
<b>Address Line 1:</b>	One Barker Avenue, Fifth Floor		
<b>Address Line 4:</b>	White Plains, NEW YORK 10601		
<b>ATTORNEY DOCKET NUMBER:</b>	4745/8000-000		

OP \$115.00 3042106

**900201846**

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 REEL: 004621 FRAME: 0081**

NAME OF SUBMITTER:	Peter S. Sloane
Signature:	/peter sloane/
Date:	09/10/2011
Total Attachments: 1 source=00147700#page1.tif	

**DEED OF ASSIGNMENT**

WHEREAS, The Personalized Company LLC, a limited liability company with an address at 1299 Main Street, Rahway, New Jersey 07065 ("Assignor"), owns the following trademark registrations and application in the United States:

<b><u>TRADEMARK</u></b>	<b><u>SER./REG. NO.</u></b>	<b><u>DATE OF FILING/REG.</u></b>
EKIDS	3,042,106	January 10, 2006
EKIDS	3,042,107	January 10, 2006
EKIDS	3,042,108	January 10, 2006
EKIDS	77/880,056	November 24, 2009

WHEREAS, KIDdesigns, Inc., a corporation with an address at 1299 Main Street, Rahway, New Jersey 07065 ("Assignee"), is desirous of acquiring said trademark registrations and application and all associated goodwill in said trademarks; and

WHEREAS, to the best of Assignor's knowledge no cancellation action against the registrations or opposition proceeding against the application are pending and no other party makes a claim of ownership to said trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said trademark and the registrations and application therefore, together with the goodwill of the business symbolized by said trademarks, and the business of the Assignor, or portion thereof, to which the trademarks pertain, if that business is ongoing and existing, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademarks.

**THE PERSONALIZED COMPANY LLC**

By: 

Name: Isaac Ashkenazi

Title: President

Date: August 30, 2011

**KIDDESIGNS, INC.**

By: 

Name: Isaac Ashkenazi

Title: President

Date: August 30, 2011