

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
Allstar Marketing Group, LLC		11/16/2011	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	Really Big Ideas LLC		
Street Address:	815 South Meramec Ave		
City:	Clayton		
State/Country:	MISSOURI		
Postal Code:	63105		
Entity Type:	LIMITED LIABILITY COMPANY: MISSOURI		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85175784	PEEK A PUFFS	
CORRESPONDENCE DATA			
Fax Number:	(212)245-3009		
Phone:	2125416222		
Email:	trademark@kanekessler.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Sara J. Crisafulli		
Address Line 1:	Kane Kessler, P.C.		
Address Line 2:	1350 Avenue of Americas		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	1534-9		
NAME OF SUBMITTER:	Sara J. Crisafulli		
Signature:	/sara j. crisafulli/		

OP \$40.00 85175784

Date:

11/17/2011

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Allstar Marketing Group, LLC, a limited liability company organized and existing under the laws of the State of New York (hereinafter called the "ASSIGNOR"), is the owner of and has adopted, has a bona fide intent to use or is using the trademark set forth on the attached Schedule, (the "Trademark"); and

WHEREAS, Really Big Ideas LLC, a limited liability company organized and existing under the laws of the Missouri (hereinafter called the "ASSIGNEE"), is desirous of acquiring all right, title and interest in and to the Trademark, the registration thereof and application therefor.

NOW, THEREFORE, in consideration of \$1.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR by these presents does sell, assign and transfer unto ASSIGNEE, its successors and assigns, all right, title and interest in and to the trademark, together with the goodwill connected with the use of and symbolized by the Trademark and the business associated therewith.

IN WITNESS WHEREOF, ASSIGNOR has hereunto executed this instrument this 16 day of November, 2011.

ALLSTAR MARKETING GROUP, LLC

By: *Jennifer DeMoro*
Name: *Jennifer DeMoro*
Title: *Cereals Counsel*

Schedule A

TRADEMARKS

MARK	SERIAL NO.
PEEK A PUFFS	85175784