

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
The Rugged Bear Company	FORMERLY RB Acquisition Corp.	03/15/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	TRB Acquisitions LLC		
Street Address:	34 West 33rd Street		
Internal Address:	9th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1435781	RUGGED BEAR	
Registration Number:	2995811	RUGGED BEAR	
Registration Number:	3016139		
CORRESPONDENCE DATA			
Fax Number:	(516)869-0991		
Phone:	5168696422		
Email:	legalsiegal@aol.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:	Laura B. Siegal		
Address Line 1:	1350 Broadway - Suite 212		
Address Line 2:	Sasson Law PLLC		
Address Line 4:	New York, NEW YORK 10018		
NAME OF SUBMITTER:	Laura B. Siegal		

OP \$90.00 1435781

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**TRADEMARK
 REEL: 004671 FRAME: 0887**

Signature:	/Laura B. Siegal/
Date:	12/05/2011
Total Attachments: 4 source=Cutie Pie - Assignment of Marks from RBC to TRB#page1.tif source=Cutie Pie - Assignment of Marks from RBC to TRB#page2.tif source=Cutie Pie - Assignment of Marks from RBC to TRB#page3.tif source=Cutie Pie - Assignment of Marks from RBC to TRB#page4.tif	

ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks is effective as of this 15 day of March 2011, ("*Date of Assignment*") by and between The Rugged Bear Company f/d/b/a RB Acquisition Corp., a Delaware corporation ("*Assignor*") having a business address at 117 Lenox Street, Norwood, Massachusetts 02062 and TRB Acquisitions LLC., a New York limited liability company ("*Assignee*") having a business address at 34 West 33rd Street 9th Floor South, New York, NY 10001.

WHEREAS, Assignor is the owner of the right, title and interest in and to the trademarks listed on Exhibit A attached hereto, including all common law and statutory rights, title and interest, together with the goodwill related thereto (collectively, the "*Marks*");

WHEREAS, Assignee is desirous of acquiring the right, title and interest in and to the Marks and the goodwill of the business in connection with which the aforesaid Marks have been used, or are intended to be used (as appropriate);

WHEREAS, in connection with that certain Asset Purchase Agreement (the "*Agreement*") dated as of March 9, 2011 between Assignor and Cutie Pie Baby, Inc. ("*CPB*") Assignor agreed to sell, transfer, assign and deliver to CPB or its designated nominee all of Assignor's worldwide right, title and interest in the Marks, and the goodwill associated with and symbolized by the Marks, and to execute such additional instruments as may be necessary to confirm such assignment;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged by the parties, Assignor hereby assigns, transfers and sets over to Assignee, its successors, legal representatives, and assigns, the entire right, title, and interest of Assignor in and to the Marks, together with the goodwill of the business connected with the use of and symbolized by the Marks, and all claims, if any, which may have arisen thereunder prior to the Date of Assignment.

This Assignment of Trademarks may be executed in one or more counterparts, each of which shall be deemed an original, but all of which shall constitute one agreement.

[Signature Page Follows]

EXECUTION COPY

IN WITNESS WHEREOF, the parties have caused their duly authorized representatives to execute this Assignment of Trademarks as of the date first written above.

The Rugged Bear Company f/d/b/a RB
Acquisition Corp.

By 

Name Michael V. Miller

Title Chief Financial Officer

TRB Acquisitions LLC

By _____

Name _____

Title _____

EXECUTION COPY

IN WITNESS WHEREOF, the parties have caused their duly authorized representatives to execute this Assignment of Trademarks as of the date first written above.

The Rugged Bear Company *l/d/b/a* RB
Acquisition Corp.

By _____

Name _____

Title _____



TRB Acquisitions LLC

By _____

Name Eli Yedid

Title President

Exhibit A to Assignment of Trademarks

Trademark	Jurisdiction	Application Date	Registration or Application No.	Registration Date
	United States	September 25, 1986	1,435,781	April 7, 1987
RUGGED BEAR	United States	June 17, 2003	2,995,811	September 13, 2005
	United States	June 17, 2003	3,016,139	November 15, 2005