

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
Elmer's Products, Inc.		09/07/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Poof-Slinky, Inc.		
Street Address:	45400 Helm Street		
City:	Plymouth		
State/Country:	MICHIGAN		
Postal Code:	48170		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3532227	MY FIRST ROCK COLLECTING KIT	
Registration Number:	3477712	TOTALLY FUNKY SCIENCE	
CORRESPONDENCE DATA			
Fax Number:	(215)540-5818		
Phone:	215-540-9200		
Email:	bhouwen@howsonandhowson.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:	Stanley B. Kita, Howson & Howson LLP		
Address Line 1:	501 Office Center		
Address Line 2:	Suite 210		
Address Line 4:	Fort Washington, PENNSYLVANIA 19034		
ATTORNEY DOCKET NUMBER:		P-S/ELMER'S ACQUISITION	
NAME OF SUBMITTER:		Bea Houwen	
Signature:		/Bea Houwen/	

CH \$65.00 3532227

Date:

12/05/2011

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT made as of the 7th day of September, 2011 by and between Elmer's Products, Inc. (the "Assignor"), a Delaware corporation located at 460 Polaris Parkway, Suite 500, Westerville, Ohio 43082, and Poof-Slinky, Inc. (the "Assignee"), a Michigan corporation located at 45400 Helm Street, Plymouth, Michigan 48170.


Assignor is the owner of trademarks and trademark registrations listed on Schedule "A" attached hereto; and

Assignor has elected to transfer all of its right, title, and interest in and to those trademarks and trademark registrations to Assignee.


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, and transfers unto Assignee the entire right, title and interest in and to those trademarks and trademark registrations listed on Schedule "A" hereto, together with the goodwill of the business symbolized by the trademarks and trademark registrations, together with all claims for damages by reason of past infringement of said trademarks, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, the parties hereto have set their hands and seals on the day and year first above written.

ELMER'S PRODUCTS, INC.


Name: Theodore P. Heininger
Title: Authorized Representative

POOF-SLINKY, INC.


Name: RAYMO DALLAVECCHIA JR
Title: PRESIDENT & CEO