

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| | | | |
|---|-------------------------------------|-------------------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT | | |
| EFFECTIVE DATE: | 03/09/2011 | | |
| CONVEYING PARTY DATA | | | |
| | Name | Formerly | Execution Date |
| | The Rugged Bear Company | FORMERLY RB Acquisition Corp. | 12/09/2011 |
| | | | Entity Type |
| | | | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | TRB Acquisitions LLC | | |
| Street Address: | 34 West 33rd Street | | |
| Internal Address: | 9th Floor South | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10001 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: NEW YORK | | |
| PROPERTY NUMBERS Total: 1 | | | |
| | Property Type | Number | Word Mark |
| | Serial Number: | 77959682 | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (516)869-0991 | | |
| Phone: | 516-869-6422 | | |
| 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 | | |
| Signature: | /Laura B. Siegal/ | | |

OP \$40.00 77959682

Date:

12/16/2011

Total Attachments: 2

source=Cutie Pie - Assignment of BEAR LOGO from RBC#page1.tif

source=Cutie Pie - Assignment of BEAR LOGO from RBC#page2.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of this 9th day of December 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, New York 10001.

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

WHEREAS, Assignor has been using the Mark in interstate commerce since at least as early as April 2010;

WHEREAS, Assignee is desirous of acquiring the right, title and interest in and to the Mark and the goodwill of the business in connection with which the aforesaid Mark has been used, or is 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, Assignee, all of Assignor's worldwide right, title and interest in the Mark, and the goodwill associated with and symbolized by the Mark, 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 Mark, together with the goodwill of the business connected with the use of and symbolized by the Mark, and all claims, if any, which may have arisen thereunder prior to the Date of Assignment.

IN WITNESS WHEREOF, the Assignor has caused its duly authorized representative to execute this Trademark Assignment as of the date first written above.


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

By 

Name Stewart Cassam Tasker

Title Bankrupt Trustee

Exhibit A to Trademark Assignment

| Trademark | Jurisdiction | Application Date | Application No. |
|---|---------------|------------------|-----------------|
|  | United States | March 16, 2010 | 77/959,682 |