

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
Jada Toys, Inc.		12/15/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	DUB Publishing, Inc.		
Street Address:	16815 Johnson Drive		
City:	City of Industry		
State/Country:	CALIFORNIA		
Postal Code:	91745		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76599157	DUB	
CORRESPONDENCE DATA			
Fax Number:	(626)336-2282		
Email:	sean@dubmagazine.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:	DUB Publishing, Inc.		
Address Line 1:	16815 Johnson Drive		
Address Line 4:	City of Industry, CALIFORNIA 91745		
NAME OF SUBMITTER:	Sean M Dowd		
Signature:	/Sean M Dowd/		
Date:	12/20/2011		
Total Attachments: 2 source=Trademark Assignment 76599157_executed#page1.tif source=Trademark Assignment 76599157_executed#page2.tif			

OP \$40.00 76599157

TRADEMARK ASSIGNMENT

This Trademark Assignment Agreement ("Trademark Assignment") is entered into as of November __, 2011 (the "Effective Date"), between Jada Toys, Inc., a corporation organized and existing under the laws of the State of California ("Assignor"), and DUB Publishing, Inc., a corporation organized and existing under the laws of the State of California ("Assignee").

WHEREAS, Assignor owns the **United States trademark application serial number 76/599,157** for "DUB" in international class 28 (the "**Assigned Mark**"), for which Assignor is the owner of record of all right, title and interest in and to the Assigned Mark;

WHEREAS, this Trademark Assignment is being entered into pursuant to the recitals and sections III, IV, VII and XI(K) of that Certain Settlement and Assignment Agreement dated in or about August 2009 by and among Assignor, Assignee and TIS Industries, LLC (the "Settlement Agreement");

WHEREAS, Assignor acknowledges the receipt and sufficiency of Assignee's payments to Assignor pursuant to the Settlement Agreement, thereby triggering Assignor's obligation to assign the Assigned Mark to Assignee; and

WHEREAS, Assignee desires to acquire, and Assignor is willing and required to assign to Assignee, all rights, title and interest in the Assigned mark.

FOR GOOD AND VALUABLE CONSIDERATION set forth in the Settlement Agreement, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree:

1. As of the Effective Date, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, all right, title, and interest in, to and under the Assigned Mark, including any and all goodwill associated therewith, all common law rights therein, any and all trademark and/or service mark rights related thereto and all other rights associated with the portion of the ongoing and existing business to which the Assigned Mark pertains; and in and to any and all causes of action (either in law or in equity), as well as the right to enforce any rights and file any causes of action, including the right to recover damages, for any past, present, or future infringement, misappropriation and/or dilution of the Assigned Mark.

2. Assignor hereby agrees to, at the expense of Assignee, execute, acknowledge and deliver any and all documents and to take such other and further actions as Assignee, in its reasonable discretion, deems desirable or necessary to make a record with any and all government agencies, authorities, courts, tribunals, or third parties, of the fact that Assignee owns all right, title and interest in and to the Assigned Mark, and any and all goodwill associated therewith, as well as all other rights associated with the portion of the business to which the Assigned Mark pertains and that Assignor no longer has any right, title or interest, of any kind or nature, in or to the Assigned Mark.

3. Assignor hereby authorizes and requests the U.S. Patents and Trademark Office to record Assignee as the owner of the Assigned Mark.

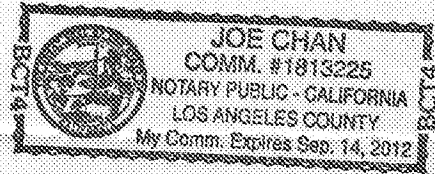
4. In the event of any conflict of inconsistency between the terms of this Trademark Assignment and the terms of the Settlement Agreement, the terms of the Settlement Agreement will

prevail. Nothing contained herein shall be deemed to alter, modify, expand or diminish the terms of the Settlement Agreement. The parties hereby agree and acknowledge that the Assigned Mark was not, but should have been, specifically identified in section III(A) of the Settlement Agreement and that assignment of the Assigned Mark at this time is consistent with the Settlement Agreement and shall not be construed as altering, modifying, expanding or diminishing the Settlement Agreement.

IN WITNESS WHEREOF, the undersigned have caused this Trademark Assignment to be duly executed as of the Effective Date.

JADA TOYS, INC.

By: [Signature]
Name: Maywah Li
Title: Owner/President



State of California)
County of Los Angeles) SS

On this 15th day of December, 2011 there appeared before me Maywah Li, personally known to me, who acknowledged that he or she signed the foregoing Trademark Assignment as his or her voluntary act and deed on behalf of and with full authority of JADA TOYS, INC.

WITNESS my hand and official seal.

Signature: [Signature] (seal) My commission expires: Sept. 14, 2012

DUB PUBLISHING, INC.

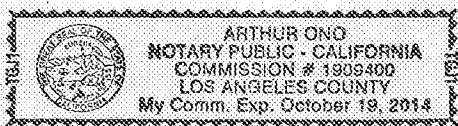
By: [Signature]
Name: Myles Kovacs
Title: President

State of California)
County of Los Angeles) SS

On this 19 day of DECEMBER (AO), 2011 there appeared before me Myles Kovacs, personally known to me, who acknowledged that he or she signed the foregoing Trademark Assignment as his or her voluntary act and deed on behalf of and with full authority of DUB PUBLISHING, INC.

WITNESS my hand and official seal.

Signature: [Signature] (seal) My commission expires: Oct 19, 2014



TRADEMARK