

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
Marshall Cavendish Corporation		01/05/2012	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Amazon Technologies, Inc.		
Street Address:	PO BOX 8102		
Internal Address:	ATTN: Trademarks		
City:	Reno		
State/Country:	NEVADA		
Postal Code:	89507		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3353113	BOARD BUDDIES	
CORRESPONDENCE DATA			
Fax Number:	(206)266-7010		
Phone:	206.266.4064		
Email:	trademarks@amazon.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:	Amazon Technologies, Inc.		
Address Line 1:	PO BOX 8102		
Address Line 2:	ATTN: Trademarks		
Address Line 4:	Reno, NEVADA 89507		
ATTORNEY DOCKET NUMBER:	TMK144255		
NAME OF SUBMITTER:	Aimee Mahan		
Signature:	//aimee mahan//		

CH \$40.00 3353113

Date:

01/06/2012

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This trademark assignment ("Assignment") is made and entered into as of January 5, 2012, by and between Marshall Cavendish Corporation, a New York corporation having a business address of 99 White Plains Road, Tarrytown, New York 10591 ("Assignor") and Amazon Technologies, Inc., a Nevada corporation having a mailing address of P.O. Box 8102, Attn. Trademarks, Reno, NV ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the following trademarks and trademark filings and all goodwill and common law rights associated therewith worldwide (the "Trademarks"):

MARK	TERRITORY	REG. NO.	GOODS AND SERVICES
BOARD BUDDIES	U.S.A.	3353113	Class 16: Baby books; Books in the field of children's board books for toddlers; Children's books; Picture books; Series of fiction and non-fiction books on a variety of topics

WHEREAS, Assignor desires to assign to Assignee all of its right, title, and interest in and to the Trademarks, and Assignee desires to acquire all such right, title and interest.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the Trademarks, inclusive of all goodwill associated therewith.

Assignor acknowledges and agrees that it shall execute such documents, papers, forms and authorizations and take such other actions as may reasonably be necessary for securing, completing, or vesting in Assignee full right, title, and interest in and to the Trademarks.

IN WITNESS WHEREOF, each party has caused this Assignment to be executed as of the date first set forth above by its duly authorized representative.

**MARSHALL CAVENDISH
CORPORATION**

AMAZON TECHNOLOGIES, INC.

By: *[Signature]*
Name: Richard Farley
Title: PRESIDENT

By: _____
Name: _____
Title: _____

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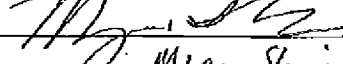
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**MARSHALL CAVENDISH
CORPORATION**

AMAZON TECHNOLOGIES, INC.

By: _____
Name:
Title:

By: 
Name: Ming Shui
Title: v.p.