

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Elmer's Products, Inc.		09/30/2011	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Melissa & Doug, LLC
<b>Street Address:</b>	141 Danbury Road
<b>City:</b>	Wilton
<b>State/Country:</b>	CONNECTICUT
<b>Postal Code:</b>	06897
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 30**

Property Type	Number	Word Mark
Registration Number:	3067300	ABRACADAZZLE
Registration Number:	3709311	CLIP N' SKETCH
Registration Number:	2795925	COLOR-N-CARRY
Registration Number:	2926783	COLOR BLAST
Registration Number:	3014570	COLOR BLAST
Registration Number:	3269655	COLOR LOCO
Registration Number:	3481238	CREATE 'N PLAY
Registration Number:	3600002	DAB-A-LOT
Registration Number:	3600001	DAB-A-LOT
Registration Number:	3525087	FUZE ART
Registration Number:	3084282	GIDDY UP
Registration Number:	3099810	GIDDY UP
Registration Number:	3532242	GRAB N' GO BEADS
Registration Number:	3382494	GO COLOR

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Registration Number:	3463640	GO FINGER PAINT!
Registration Number:	3342063	GO PAINT!
Registration Number:	3277573	HIGHWRITER
Registration Number:	3307999	MESS FREE! GO PAINT!
Registration Number:	3529461	PAINT 'N STAMP
Registration Number:	3266547	RUB-N-COLOR
Registration Number:	3264754	SAY YES TO PAINTING!
Registration Number:	2984696	
Registration Number:	2798810	SURPRIZE INK
Registration Number:	3098707	SURPRIZES VELOUR
Registration Number:	3340680	VELVETASTICS
Registration Number:	3098706	WATER WOW
Registration Number:	3011877	WOW PAPER
Registration Number:	3096218	WOW SCRATCHERS
Registration Number:	3786496	WOW
Registration Number:	3168614	WOW VELVET

**CORRESPONDENCE DATA**

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Email: wmill@cooperdunham.com  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Correspondent Name: Wendy E. Miller c/o Cooper & Dunham LLP  
Address Line 1: 30 Rockefeller Plaza, 20th Floor  
Address Line 4: New York, NEW YORK 10112

ATTORNEY DOCKET NUMBER:	1583-83611
NAME OF SUBMITTER:	Wendy E. Miller
Signature:	/Wendy E. Miller/
Date:	03/01/2012

Total Attachments: 4  
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## PATENT AND TRADEMARK ASSIGNMENT

WHEREAS, **Elmer's Products, Inc.**, a corporation organized and existing under and by virtue of the laws of Delaware and having an address at 460 Polaris Parkway, Suite 500, Westerville, OH 43082 ("ASSIGNOR"), owns the entire right, title and interest in and to the trademarks and trademark registrations identified on Schedule A attached hereto and the patent on Schedule B attached hereto (the "Properties").

WHEREAS, **Melissa & Doug, LLC**, a limited liability company organized and existing under and by virtue of the laws of Delaware and having an address at 141 Danbury Road, Wilton, Connecticut 06897 ("ASSIGNEE"), is desirous of acquiring the entire right, title and interest in, to and under the Properties.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, the ASSIGNOR hereby sells, assigns, and transfers unto ASSIGNEE the entire right, title and interest in and to the Properties, including

(1) the 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 ASSIGNEE'S own use and enjoyment, and for the use and enjoyment of ASSIGNEE'S successors, assigns, or other legal representatives; and

(2) the patent listed on Schedule B including any continuations, continuations in part, divisions, reissues, reexaminations and extensions thereof or which are in any way otherwise related and all rights therein provided by international conventions and treaties, together with all claims for damages by reason of past infringement of said patents, with the right to sue for and collect the same for ASSIGNEE'S own use and enjoyment, and for the use and enjoyment of ASSIGNEE'S successors, assigns, or other legal representatives.

THE ASSIGNOR hereby covenants that ASSIGNOR shall, at the cost and expense of ASSIGNEE and upon ASSIGNEE'S reasonable request, take all further actions and execute all additional documents necessary or desirable to perfect the interest of ASSIGNEE in and to the Properties, and shall not enter into any agreement in conflict with this Assignment;

THE ASSIGNOR hereby authorizes and requests the Commissioner of the United States Patent and Trademark Office, whose duty is to issue patents, trademarks or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this Assignment.

IN WITNESS WHEREOF, the ASSIGNOR has caused this Assignment to be duly executed by its duly authorized officer on the date set forth below.

DATED AS OF: 9/30/11

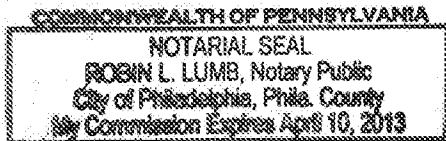
ASSIGNOR:  
ELMER'S PRODUCTS, INC.

By: Eric K. McCune  
Authorized Representative

County of Philadelphia }  
State of Pennsylvania }

Subscribed and sworn to before me  
this 30<sup>th</sup> day of September, 2011.

Robin Lumb  
Notary Public



Schedule A

United States Registered Trademarks

<u>Mark</u>	<u>Registration Number</u>
ABRACADAZZLE	3,067,300
CLIP N' SKETCH	3,709,311
COLOR-N-CARRY	2,795,925
COLOR BLAST	2,926,783
COLOR BLAST Stylized	3,014,570
COLOR LOCO	3,269,655
CREATE 'N PLAY	3,481,238
DAB-A-LOT	3,600,002
DAB-A-LOT Stylized and Design	3,600,001
FUZE ART	3,525,087
GIDDY UP Stylized	3,084,282
GIDDY UP Stylized	3,099,810
GRAB N' GO BEADS	3,532,242
GO COLOR	3,382,494
GO FINGER PAINT!	3,463,640
GO PAINT	3,342,063
HIGHWRITER	3,277,573
MESS FREE! GO PAINT! and Design	3,307,999
PAINT 'N STAMP Stylized and Design	3,529,461
RUB-N-COLOR	3,266,547
SAY YES TO PAINTING!	3,264,754
Snail (Design Mark)	2,984,696
SURPRIZE INK	2,798,810
SURPRIZES VELOUR	3,098,707
VELVETASTICS	3,340,680
WATER WOW	3,098,706
WOW PAPER	3,011,877
WOW SCRATCHERS	3,096,218
WOW Stylized and Design	3,786,496
WOW VELVET	3,168,614

Schedule B

United States Patent

Title: Package for Activity Kit (Giddy-Up)

Inventor: Pokempner *et al.*

Ref. No.	Application No. Application Date	Publication No. Publication Date	Patent No. Issue Date	Status
22402-0151- DES1	US 29/251,793 January 12, 2006		D590,247 April 14, 2009	Granted