

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
Poof-Slinky, Inc.		05/29/2012	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Rudell Design, LLC		
Street Address:	1619 Gramercy Ave.		
City:	Torrance		
State/Country:	CALIFORNIA		
Postal Code:	90501		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4036657	4-WAY SPELLDOWN!	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(949)760-0991		
Email:	trademarks@irell.com		
Correspondent Name:	Ben J. Yorks, Irell & Manella LLP		
Address Line 1:	1800 Avenue of the Stars, Ste. 900		
Address Line 4:	Los Angeles, CALIFORNIA 90067-4276		
ATTORNEY DOCKET NUMBER:	155660-0390(T115)YORK		
NAME OF SUBMITTER:	Ben J. Yorks		
Signature:	/Ben J. Yorks/		
Date:	06/06/2012		
Total Attachments: 1 source=Assignment#page1.tif			

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment"), effective the date below, is entered into by Poof-Slinky, Inc., a Michigan corporation ("Assignor"), as assignor, in favor of Rudell Design, LLC, a California limited liability company, having a place of business located at 1619 Gramercy Ave., Torrance, California 90501 ("Assignee"), as assignee, with reference to the following facts and circumstances:

WHEREAS, Assignor is the proprietor of the following Trademark in the United States (the "Trademark"):

Trademark	Trademark Reg. No.	Registration Date
4-Way Spelldown	4,036,657	October 11, 2011

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademark and related rights, including the goodwill of the Assignor with respect to the mark.

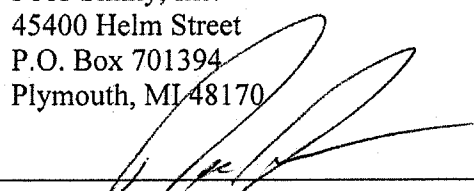
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby irrevocably assign and transfer unto Assignee all right, title and interest of Assignor in and to the Trademark, including without limitation, the Trademark registration identified above, together with the goodwill of the business symbolized by the mark, as well as its entire right, title and interest in and to any and all common law rights to the Trademark, and any and all claims and demands it may have either at law or in equity arising out of any past infringements.

Assignor does hereby expressly agree that procedures be taken with the United States Patent and Trademark Office singly by Assignee to record the transfer of the Trademark to Assignee.

In testimony whereof, Assignor has caused this Assignment to be executed by its officer thereunto duly authorized.

Poof-Slinky, Inc.
45400 Helm Street
P.O. Box 701394
Plymouth, MI 48170

Dated: May 29, 2012

By: 
Title: EXEC VP & COO