

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY

<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Webster Business Credit Corporation		05/31/2012	CORPORATION: NEW YORK

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Alexander Doll Company, Inc.
<b>Street Address:</b>	615 WEST 131ST STREET
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10027
<b>Entity Type:</b>	CORPORATION: DELAWARE

<b>PROPERTY NUMBERS Total: 54</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Registration Number:	2862313	TREASURED CHILD
Registration Number:	2866286	... WITH THE MOST BEAUTIFUL FACES
Registration Number:	2822541	CHAOS THE BEAR
Registration Number:	2822542	MISCHIEF THE CAT
Registration Number:	2822543	DANGER THE DOG
Registration Number:	2778316	SMALL WONDER LIFE'S LITTLE LESSONS
Registration Number:	2385634	HUGGUMS
Registration Number:	2385635	HUGGABLE HUGGUMS
Registration Number:	2393490	BABY ALEXANDER
Registration Number:	1720455	MADAME ALEXANDER
Registration Number:	2410485	MADAME ALEXANDER
Registration Number:	3335813	PLAY ALEXANDER
Registration Number:	3287515	MADC
Registration Number:	3337972	MADAME ALEXANDER DOLL CLUB

CH \$1365.00 2862313

**TRADEMARK**

Registration Number:	3300067	BABY BLISS
Registration Number:	3300025	SWEET SARA
Registration Number:	3299993	SWEET & CHIC
Registration Number:	3162417	SIENNA EVANS
Registration Number:	3162388	COQUETTE CECEE
Registration Number:	3113177	SNUGGUMS
Registration Number:	3077850	MADAME ALEXANDER CREATE-A-DOLL
Registration Number:	3116351	THE STILETTOS
Registration Number:	3054334	THE STILETTOS KIKKI
Registration Number:	3079079	THE STILETTOS SAMI
Registration Number:	3065508	SUZETTE MORGAN
Registration Number:	3020877	MADAME ALEXANDER MAKE A DOLL
Registration Number:	3044827	WENDYKIN WOOD
Registration Number:	2917350	LOVE IS IN THE DETAILS
Registration Number:	3062140	THE MADAME ALEXANDER HERITAGE GALLERY
Registration Number:	3019698	TOTAL MOVES
Registration Number:	2777757	NEWBORN NURSERY
Registration Number:	2805698	NEWBORN NURSERY
Registration Number:	2628817	ALEX
Registration Number:	2543475	ALEXANDRA FAIRCHILD FORD
Registration Number:	2619431	CISSY
Registration Number:	3011080	MADAME ALEXANDER DOLL FACTORY
Registration Number:	2976120	COQUETTE'S CLOSET
Registration Number:	2970513	COQUETTE CISSY
Registration Number:	2965282	COQUETTE JACQUI
Registration Number:	3010579	SOFIA CRUZ
Registration Number:	3011794	MADAME ALEXANDER.....A LITTLE BIT OF YOU
Registration Number:	2944552	BEATRICE
Registration Number:	2274473	MADAME ALEXANDER
Registration Number:	2983999	JACK
Registration Number:	2882726	THE PEEKABOO'S
Registration Number:	2822544	AMANDA FAIRCHILD
Registration Number:	2870850	JADDE LEE
Registration Number:	2746492	PARIS WILLIAMS
Registration Number:	2537256	ELAN

	2521171	MADAME ALEXANDER
Registration Number:	2393491	MADAME ALEXANDER
Serial Number:	77127321	SEPARATED AT BIRTH
Serial Number:	78885932	SWEET BABY NURSERY
Serial Number:	78897346	LISSY

**CORRESPONDENCE DATA**

Fax Number: 6172359493

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 617 951 7196

Email: trademarks@ropesgray.com

Correspondent Name: Nathaniel K. Kurtis

Address Line 1: Prudential Tower, 800 Boylston Street

Address Line 4: Boston, MASSACHUSETTS 02199-3600

ATTORNEY DOCKET NUMBER:	108272-0009
NAME OF SUBMITTER:	Nathaniel K. Kurtis
Signature:	/Nathaniel K Kurtis/
Date:	08/08/2012

**Total Attachments: 6**

source=Webster Release of Liens#page1.tif  
source=Webster Release of Liens#page2.tif  
source=Webster Release of Liens#page3.tif  
source=Webster Release of Liens#page4.tif  
source=Webster Release of Liens#page5.tif  
source=Webster Release of Liens#page6.tif

RELEASE OF LIEN ON TRADEMARKS

WHEREAS, by a certain Trademark Security Agreement dated as of March 28, 2008 (the "First Agreement") by Alexander Doll Company, Inc. ("Grantor") to and in favor of Webster Business Credit Corporation ("Grantee"), which First Agreement was recorded with the United States Patent and Trademark Office on April 1, 2008 on reel/frame 3749/0924, and by a certain Trademark Security Agreement dated as of November 19, 2011 (the "Second Agreement") by Grantor to and in favor of Grantee, which Second Agreement was recorded with the United States Patent and Trademark Office on March 28, 2011 on reel/frame 4507/0466, the Grantor granted to Grantee a security interest in and lien on those trademarks and trademark applications owned by Grantor and set forth on Schedule A hereto;

WHEREAS, Grantee desires to release its security interest in and lien on the trademarks and trademark applications set forth on Schedule A hereto;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Grantee does hereby release its security interest in and lien on the trademarks and trademark applications set forth on Schedule A hereto and reassigns to the Grantor all right, title and interest of Grantee in and to such trademarks and trademark applications.

Dated: May 31, 2012

WEBSTER BUSINESS CREDIT CORPORATION

By: \_\_\_\_\_


Name: Julian Vigder  
Title: Vice President

[Signature Page to Release of Lien on Trademarks]



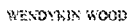



TRADEMARK  
REEL: 004838 FRAME: 0231

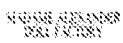


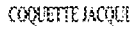


Schedule A

U.S. TRADEMARK REGISTRATIONS

Mark	Country	Appl. No.	Appl. Date	Reg. No.	Reg. Date
TREASURED CHILD	USA	76522866	June 16, 2003	2862313	July 13, 2004
... WITH THE MOST BEAUTIFUL FACES	USA	76517108	May 27, 2003	2866286	July 27, 2004
CHAOS THE BEAR	USA	76473909	December 5, 2002	2822541	March 16, 2004
MISCHIEF THE CAT	USA	76473910	December 5, 2002	2822542	March 16, 2004
DANGER THE DOG	USA	76473911	December 5, 2002	2822543	March 16, 2004
SMALL WONDER LIFE'S LITTLE LESSONS	USA	76277088	June 27, 2001	2778316	October 28, 2003
HUGGUMS	USA	75832953	October 27, 1999	2385634	September 12, 2000
HUGGABLE HUGGUMS	USA	75832954	October 27, 1999	2385635	September 12, 2000
BABY ALEXANDER	USA	75832955	October 27, 1999	2393490	October 10, 2000
 MADAME ALEXANDER	USA	74203405	September 13, 1991	1720455	September 29, 1992
MADAME ALEXANDER	USA	75832974	October 27, 1999	2410485	December 5, 2000
PLAY ALEXANDER  PLAY ALEXANDER	USA	77060417	December 8, 2006	3335813	November 13, 2007
MADC  MADC	USA	77045755	November 16, 2006	3287515	September 4, 2007

Mark	Country	Appl. No.	Appl. Date	Reg. No.	Reg. Date
MADAME ALEXANDER DOLL CLUB	USA	77020733	October 13, 2006	3337972	November 20, 2007
BABY BLISS	USA	78912385	June 20, 2006	3300067	September 25, 2007
SWEET SARA	USA	78900247	June 5, 2006	3300025	September 25, 2007
SWEET & CHIC	USA	78885943	May 17, 2006	3299993	September 25, 2007
SIENNA EVANS	USA	78759507	November 22, 2005	3162417	October 24, 2006
COQUETTE CECEE	USA	78757237	November 18, 2005	3162388	October 24, 2006
SNUGGUMS	USA	78682717	August 1, 2005	3113177	July 4, 2006
MADAME ALEXANDER CREATE-A-DOLL	USA	78556044	January 28, 2005	3077850	April 4, 2006
THE STILETTOS	USA	78549262	January 18, 2005	3116351	July 18, 2006
THE STILETTOS KIKKI	USA	78549316	January 18, 2005	3054334	January 31, 2006

Mark	Country	Appl. No.	Appl. Date	Reg. No.	Reg. Date
THE STILETTOS SAMI	USA	78549334	January 18, 2005	3079079	April 11, 2006
 SUZETTE MORGAN	USA	78534626	December 17, 2004	3065508	March 7, 2006
 MADAME ALEXANDER MAKE A DOLL	USA	78526556	December 3, 2004	3020877	November 29, 2005
 WENDYKIN WOOD	USA	78419086	May 14, 2004	3044827	January 17, 2006
 LOVE IS IN THE DETAILS	USA	78335795	December 3, 2003	2917350	January 11, 2005
 THE MADAME ALEXANDER HERITAGE GALLERY	USA	78335813	December 3, 2003	3062140	February 28, 2006
 TOTAL MOVES	USA	78335824	December 3, 2003	3019698	November 29, 2005
NEWBORN NURSERY	USA	76475123	December 13, 2002	2777757	October 28, 2003
NEWBORN NURSERY	USA	78047963	February 12, 2001	2805698	January 13, 2004
ALEX	USA	75910660	February 3, 2000	2628817	October 1, 2002

Mark	Country	Appl. No.	Appl. Date	Reg. No.	Reg. Date
ALEXANDRA FAIRCHILD FORD	USA	75910661	February 3, 2000	2543475	February 26, 2002
CISSY	USA	75897686	January 18, 2000	2619431	September 17, 2002
 MADAME ALEXANDER DOLL FACTORY	USA	78457378	July 27, 2004	3011080	November 1, 2005
 COQUETTE'S CLOSET	USA	78425560	May 26, 2004	2976120	July 26, 2005
 COQUETTE CISSY	USA	78425570	May 26, 2004	2970513	July 19, 2005
 COQUETTE JACQUI	USA	78425574	May 26, 2004	2965282	July 5, 2005
 SOFIA CRUZ	USA	78335774	December 3, 2003	3010579	November 1, 2005
MADAME ALEXANDER.....A LITTLE BIT OF YOU	USA	76517044	May 27, 2003	3011794	November 1, 2005
BEATRICE	USA	76517046	May 27, 2003	2944552	April 26, 2005
 MADAME ALEXANDER	USA	75544075	August 28, 1998	2274473	August 31, 1999
JACK	USA	78286438	August 12, 2003	2983999	August 9, 2005

30717663\_3



Mark	Country	Appl. No.	Appl. Date	Reg. No.	Reg. Date
THE PEEKABOO'S	USA	76517029	May 27, 2003	2882726	September 7, 2004
AMANDA FAIRCHILD	USA	76473912	December 5, 2002	2822544	March 16, 2004
JADDE LEE	USA	76406477	May 13, 2002	2870850	August 10, 2004
PARIS WILLIAMS	USA	76402668	May 2, 2002	2746492	August 5, 2003
ELAN	USA	75941685	March 10, 2000	2537256	February 5, 2002
MADAME ALEXANDER	USA	75980872	January 18, 2000	2521171	December 18, 2001
<i>Madame Alexander</i> MADAME ALEXANDER	USA	75832973	October 27, 1999	2393491	October 10, 2000
<i>SEPARATED AT BIRTH</i> SEPARATED AT BIRTH	USA	77127321	March 9, 2007		
<i>SWEET BABY NURSERY</i> SWEET BABY NURSERY	USA	78885932	May 17, 2006		
<i>LISSY</i> LISSY	USA	78897346	May 31, 2006		
MADAME ALEXANDER	Madrid Protocol (International)			911936	July 21, 2006