TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Sterling National Bank		06/19/2012	Banking Association: UNITED STATES

RECEIVING PARTY DATA

Name:	Alexander Doll Company, Inc.
Street Address:	615 West 131st Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10027
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 63

Property Type	Number	Word Mark
Registration Number:	1720455	MADAME ALEXANDER
Registration Number:	2410485	MADAME ALEXANDER
Registration Number:	3777897	GRACIE
Registration Number:	3777901	NATALIE
Registration Number:	3833588	BABY BUNDLES
Registration Number:	3513639	MADAME ALEXANDER MIA BELLA
Registration Number:	3500782	ALEXANDER GIRLZ
Registration Number:	3463605	FAVORITE FRIENDS
Registration Number:	3406365	MADAME ALEXANDER LULA BELLE
Registration Number:	3335813	PLAY ALEXANDER
Registration Number:	3287515	MADC
Registration Number:	3337972	MADAME ALEXANDER DOLL CLUB
Registration Number:	3300067	BABY BLISS
Registration Number:	3300025	SWEET SARA

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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
Serial Number:	85295808	CHAOS THE BEAR
Serial Number:	85295816	BABY ALEXANDER
Serial Number:	85295822	HUGGABLE HUGUMS
Serial Number:	85295836	HUGGUMS
Serial Number:	85295613	DANGER THE DOG
Serial Number:	85295797	MISCHIEF THE CAT
Serial Number:	77860713	CHLOE
Serial Number:	85301420	THE MIDDLETON DOLL COMPANY
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

	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
Registration Number:	2521171	MADAME ALEXANDER
Registration Number:	2393491	MADAME ALEXANDER
Serial Number:	77160974	MADAME ALEXANDER CUDDLE CLUB
Serial Number:	77127321	SEPARATED AT BIRTH
Serial Number:	78885932	SWEET BABY NURSERY
Serial Number:	78897346	LISSY
Serial Number:	78549303	THE STILETTOS NIKKI
Registration Number:	1543701	MADAME ALEXANDER

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: 8

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RELEASE OF LIEN ON TRADEMARKS

WHEREAS, by a certain Grant of Security Interest (Trademarks) dated as of September 9, 2011 (the "**Agreement**") by Alexander Doll Company, Inc. ("**Grantor**") in favor of Sterling National Bank, as the secured party ("**Grantee**"), which Agreement was recorded with the United States Patent and Trademark Office on November 11, 2011 on reel/frame 4659/0595, 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: June 19, 2012

STERLING NATIONAL BANK

By: _____

Name: J. COSTANZA

Title: SVP

Schedule A

TRADEMARK REGISTRATIONS AND APPLICATIONS

Mark	Country	Appl. No.	Appl. Date	Reg. No.	Reg. Date
MADAME ALEXANDER	USA	74203405	September 13, 1991	1720455	September 29, 1992
MADAME ALEXANDER	USA	75832974	October 27, 1999	2410485	December 5, 2000
GRACIE GRACIE	USA	77823543	September 10, 2009	3777897	April 20, 2010
NATALIE NATALIE	USA	77823574	September 10, 2009	3777901	April 20, 2010
BABY BUNDLES BABY BUNDLES	USA	77761804	June 17, 2009	3833588	August 17, 2010
MADAME ALEXANDER MIA BELLA MADAME ALEXANDER MIA BELLA	USA	77229496	July 13, 2007	3513639	October 7, 2008
ALEXANDER GIRLZ ALEXANDER GIRLZ	USA	77219286	June 29, 2007	3500782	September 16, 2008
FAVORITE FRIENDS FAVORITE FRIENDS	USA	77173081	May 4, 2007	3463605	July 8, 2008

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Mark	Country	Appl. No.	Appl. Date	Reg. No.	Reg. Date
MADAME ALEXANDER LULA BELLE	USA	77163374	April 23, 2007	3406365	April 1, 2008
PLAY ALEXANDER PLAY ALEXANDER	USA	77060417	December 8, 2006	3335813	November 13, 2007
MADC MADC	USA	77045755	November 16, 2006	3287515	September 4, 2007
MADAME ALEXANDER DOLL CLUB MADAME ALEXANDER DOLL CLUB	USA	77020733	October 13, 2006	3337972	November 20, 2007
BABY BLISS BABY BLISS	USA	78912385	June 20, 2006	3300067	September 25, 2007
SWEET SARA SWEET SARA	USA	78900247	June 5, 2006	3300025	September 25, 2007
SWEET & CHIC SWEET & CHIC	USA	78885943	May 17, 2006	3299993	September 25, 2007
SIENNA EVANS SIENNA EVANS	USA	78759507	November 22, 2005	3162417	October 24, 2006

Mark	Country	Appl. No.	Appl. Date	Reg. No.	Reg. Date
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
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

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Mark	Country	Appl. No.	Appl. Date	Reg. No.	Reg. Date
THE MADAME ALEXANDER HERITAGE GALLERY THE MADAME ALEXANDER HERITAGE GALLERY	USA	78335813	December 3, 2003	3062140	February 28, 2006
TOTAL MOVES 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
ALEXANDRA FAIRCHILD FORD	USA	75910661	February 3, 2000	2543475	February 26, 2002
CISSY	USA	75897686	January 18, 2000	2619431	September 17, 2002
Chaos The Bear CHAOS THE BEAR	USA	85295808	April 14, 2011		
Baby Alexander BABY ALEXANDER	USA	85295816	April 14, 2011		
Huggable Hugums HUGGABLE HUGUMS	USA	85295822	April 14, 2011		
Huggums HUGGUMS	USA	85295836	April 14, 2011		

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Mark	Country	Appl. No.	Appl. Date	Reg. No.	Reg. Date
Danger the Dog DANGER THE DOG	USA	85295613	April 14, 2011		
Mischief the Cat MISCHIEF THE CAT	USA	85295797	April 14, 2011		
CHLOE CHLOE	USA	77860713	October 29, 2009		
THE MIDDLETON DOLL COMPANY THE MIDDLETON DOLL COMPANY	USA	85301420	April 21, 2011		
MADAME ALEXANDER DOLL FACTORY MADAME ALEXANDER DOLL FACTORY	USA	78457378	July 27, 2004	3011080	November 1, 2005
COQUETTE'S CLOSET COQUETTE'S CLOSET	USA	78425560	May 26, 2004	2976120	July 26, 2005
COQUETTE CISSY COQUETTE CISSY	USA	78425570	May 26, 2004	2970513	July 19, 2005
COQUETTE JACQUI COQUETTE JACQUI	USA	78425574	May 26, 2004	2965282	July 5, 2005

Mark	Country	Appl. No.	Appl. Date	Reg. No.	Reg. Date
SOFIA CRUZ 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 MADAME ALEXANDER	USA	75544075	August 28, 1998	2274473	August 31, 1999
JACK	USA	78286438	August 12, 2003	2983999	August 9, 2005
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
Madame Alexander MADAME ALEXANDER	USA	75832973	October 27, 1999	2393491	October 10, 2000
MADAME ALEXANDER CUDDLE CLUB	USA	77160974	April 19, 2007		

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Mark	Country	Appl. No.	Appl. Date	Reg. No.	Reg. Date
SEPARATED AT BIRTH	USA	77127321	March 9, 2007		
SWEET BABY NURSERY	USA	78885932	May 17, 2006		
LISSY LISSY	USA	78897346	May 31, 2006		
THE STILETTOS NIKKI THE STILETTOS NIKKI	USA	78549303	January 18, 2005		
MADAME ALEXANDER	USA	73710457	February 9, 1988	1543701	June 13, 1989
MADAME ALEXANDER	Madrid Protocol (International)			911936	July 21, 2006

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