

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	OPTION

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Coleco Entertainment Corporation		09/23/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Coleco Holdings
Street Address:	300 North LaSalle Ave
Internal Address:	Suite 4925
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60654
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Serial Number:	85659370	COLECO
Registration Number:	3179722	COLECO
Registration Number:	3173305	HEAD TO HEAD
Registration Number:	3490101	COLECOVISION
Registration Number:	3133790	HEAD TO HEAD
Registration Number:	3045078	COLECOVISION.COM
Registration Number:	3081651	COLECO
Registration Number:	3163343	COLECO
Registration Number:	3308186	ELECTRONIC QUARTERBACK

CORRESPONDENCE DATA

Fax Number:

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

Phone: 312-843-0993

TRADEMARK
REEL: 004866 FRAME: 0566

Email: mark@riverwestbrands.com
Correspondent Name: Mark Thomann
Address Line 1: 300 North LaSalle Ave
Address Line 2: Suite 4925
Address Line 4: chicago, ILLINOIS 60654

NAME OF SUBMITTER:	Mark Thomann
Signature:	/Mark Thomann/
Date:	09/24/2012

Total Attachments: 3
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ASSIGNMENT

This Assignment is entered into by and between Coleco Entertainment Corporation, a Delaware corporation, with its principle place of business at 831 Tennent Road Suite 1-E Manalapan, New Jersey 07726 and Coleco Holdings LLC, a Delaware corporation, with its principal place of business at 300 North LaSalle Avenue, Suite 4925, Chicago, Illinois 60654

For good and valuable consideration, receipt of which is hereby acknowledged, Coleco Entertainment Corporation hereby assigns to Coleco Holdings LLC all right, title, and interest in and to the trademarks listed in **Schedule A**, together with the goodwill of the business symbolized by the marks and all rights to sue and recover for any past and present infringements.

EXECUTED this 16 day of September, 2012.

Coleco Entertainment Corporation

By: _____

Name: _____

Title: _____

TRADEMARK

REEL: 004866 FRAME: 0568

SCHEDULE A

County	Owner	Mark	Cl.	Reg. or Appl. No.	Appl. Date	Status	Renewal Date
U.S.	Coleco Holdings LLC	COLECO	9, 28 & 41	3179722	06-08-05	Registered	12-05-12 (use)
U.S.	Coleco Holdings LLC	HEAD TO HEAD	28	3173305	05-02-05	Registered	11-21-12 (use)
U.S.	Coleco Holdings LLC	COLECOVISION	9	3490101	12-09-03	Registered	08-19-13 (use)
U.S.	Coleco Holdings LLC	HEAD TO HEAD	28	3133790	01-19-04	Registered	08-22-12 (use)
U.S.	Coleco Holdings LLC	COLECOVISION.COM	41	3045078	06-28-04	Registered	01-17-12 (use)
U.S.	Coleco Holdings LLC	COLECO	9	3081651	03-11-04	Registered	04-18-12 (use)
U.S.	Coleco Holdings LLC	COLECO	25	3163343	03-18-03	Registered	10-24-12 (use)
U.S.	Coleco Holdings LLC	ELECTRONIC QUARTERBACK	28	3308186	05-26-04	Registered	10-09-13

June 22, 2012

ASSIGNMENT

This Assignment is entered into by and between Coleco Entertainment Corp., a Delaware corporation, with its principle place of business at 195 RT 9 South, Manalapan, New Jersey 07726 and Coleco Holdings LLC, a Delaware corporation, with its principal place of business at 300 North LaSalle Avenue, Suite 4925, Chicago, Illinois 60654

For good and valuable consideration, receipt of which is hereby acknowledged, Coleco Entertainment Corporation hereby assigns to Coleco Holdings LLC all right, title, and interest in to use based trademark application U.S. Serial No. 85/659,370 together with the goodwill of the business symbolized by the marks and all rights to sue and recover for any past and present infringements.

EXECUTED this 16 day of September, 2012.

Coleco Entertainment Corporation

By: _____

Name: _____

Title: _____