

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
Panline USA, Inc.		05/20/2013	CORPORATION: NEW JERSEY

RECEIVING PARTY DATA	
Name:	Alex Toys, LLC
Street Address:	c/o Propel Equity Partners
Internal Address:	10 Glenville Street, 1st Floor
City:	Greenwich
State/Country:	CONNECTICUT
Postal Code:	06831
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 24		
Property Type	Number	Word Mark
Registration Number:	1944969	ALEX
Registration Number:	4120424	ALEX
Serial Number:	85629031	ALEX ACADEMY
Registration Number:	4224579	ALEX JR.
Registration Number:	3690734	ALEX LITTLE HANDS
Serial Number:	85461479	ALEX TOYS
Serial Number:	85478798	CRAFT COUTURE
Serial Number:	85630608	EARPHONE COUTURE
Serial Number:	85692745	GLITTER TATTOO PARLOR
Registration Number:	3500385	KNOT-A-PONCHO
Registration Number:	3500383	KNOT-A-QUILT
Registration Number:	3500384	KNOT-A-SCARF
Registration Number:	4269313	MIX & MAKEUP

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Registration Number:	2238982	MY ART GALLERY
Serial Number:	85631348	PRESCHOOL
Registration Number:	3563133	PRISM BRICKS
Registration Number:	1876614	READ ALL ABOUT ME
Registration Number:	4133827	RUB A DUB
Registration Number:	3709264	TALK OF THE TUB
Serial Number:	85630615	TECH COUTURE
Serial Number:	85487085	THE ART OF FUN
Registration Number:	4335746	TOTS ART START
Registration Number:	4273193	TUB JOY
Registration Number:	2974461	TUB TUNES

CORRESPONDENCE DATA

Fax Number: 2126436500
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 212-643-7000
Email: pto@sillscummis.com
Correspondent Name: Sills Cummis & Gross P.C.
Address Line 1: 30 Rockefeller Plaza
Address Line 2: 29th Floor, IP Dept., Docketing
Address Line 4: New York, NEW YORK 10112

ATTORNEY DOCKET NUMBER:	08280070.000004
NAME OF SUBMITTER:	Edward Longobardi
Signature:	/Edward Longobardi/
Date:	05/29/2013

Total Attachments: 3
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TRADEMARK ASSIGNMENT

This Trademark Assignment is between PANLINE USA, INC., a New Jersey corporation, with an office at 251 Union Street, Northvale, New Jersey 07647 (“ASSIGNOR”), and ALEX TOYS, LLC, a Delaware limited liability company (the “Company”), with offices at c/o Propel Equity Partners, 10 Glenville Street, 1st Floor, Greenwich, Connecticut 06831 (“ASSIGNEE”).

WHEREAS, ASSIGNOR is the owner of all of the right, title and interest in and to the trademarks and trade names set forth in the trademark applications and registrations identified in Schedule A hereto (collectively, the “Marks”) and all of the goodwill associated with the Marks, and desires to assign, transfer and sell to ASSIGNEE the Marks, all of the goodwill associated therewith and any portion of ASSIGNOR’S business connected to the Marks; and

WHEREAS, ASSIGNEE is desirous of acquiring, ASSIGNOR’S entire right, title and interest in and to the Marks, all of the goodwill associated therewith and any portion of ASSIGNOR’S business connected with the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby mutually acknowledged, ASSIGNOR hereby assigns, transfers and sells to ASSIGNEE, its successors, and assigns, ASSIGNOR’S entire right, title and interest in and to the Marks, the goodwill associated therewith, any portion of ASSIGNOR’S business connected with the Marks, any and all trademark, service mark and trade name registrations and applications therefor, any renewals thereof, all income, royalties, damages, and payments now or hereafter due or payable with respect to the Marks, all causes of action (in law and/or equity) and the right to sue, counterclaim, and recover for past, present, and future infringement,

misappropriation, or dilution of the rights assigned to ASSIGNEE hereunder, and all rights, including the goodwill, corresponding thereto throughout the respective countries where ASSIGNOR holds rights in the Marks.

ASSIGNOR agrees to immediately cease using the Marks and allowing anyone else to use the Marks and further agrees, without further consideration, to cause to be performed such lawful acts and to execute such further documents regarding the rights assigned, transferred and sold herein, as reasonably requested by ASSIGNEE or its successors or assigns.

WHEREFORE, ASSIGNOR has duly executed this Trademark Assignment on the date indicated below.

PANLINE USA, INC.

Date: 05/20, 2013

By: Nurit Andur
Name: NURIT ANDUR
Title: CEO

SCHEDULE A

Mark	Reg./Appl. No.
ALEX (stylized)	1944969
ALEX & Design	4120424
ALEX ACADEMY	85/629031
ALEX JR. & Design	4224579
ALEX LITTLE HANDS & Design	3690734
ALEX TOYS	85/461479
CRAFT COUTURE	85/478798
EARPHONE COUTURE	85/630608
GLITTER TATTOO PARLOR	85/692745
KNOT-A-PONCHO	3500385
KNOT-A-QUILT	3500383
KNOT-A-SCARF	3500384
MIX & MAKEUP	4269313
MY ART GALLERY	2238982
PRESCHOOL & Monkey Design	85/631348
PRISM BRICKS	3563133
READ ALL ABOUT ME	1876614
RUB A DUB	4133827
TALK OF THE TUB	3709264
TECH COUTURE	85/630615
THE ART OF FUN	85/487085
TOTS ART START	4335746
TUB JOY	4273193
TUB TUNES	2974461