

## 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
	STROTTMAN INTERNATIONAL, INC.		06/04/2013
			Entity Type
			CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	OLDEMARK LLC		
Street Address:	4288 WEST DUBLIN-GRANVILLE ROAD		
City:	DUBLIN		
State/Country:	OHIO		
Postal Code:	43017		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
	Registration Number:	4090156	SMARTLINKS
	Registration Number:	4082874	SMARTLINKS BUILD. PLAY. REPEAT.
CORRESPONDENCE DATA			
Fax Number:	202955-375		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	2029553750		
Email:	dctmdocketing@raderfishman.com		
Correspondent Name:	Rader, Fishman & Grauer, PLLC		
Address Line 1:	1233 20TH ST., NW SUITE #501		
Address Line 4:	WASHINGTON, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	SMN-0009		
NAME OF SUBMITTER:	Robert J. Kimmer		
Signature:	/Robert J. Kimmer/		
Date:	06/05/2013		
Total Attachments: 1 source=Smartlinks trademark transfer forms - Strottman signed 052213 - Bob signed #page1.tif			

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**TRADEMARK ASSIGNMENT**

WHEREAS, Strottman International, Inc., a California Corporation located at 36 Executive Park, Suite 200 Irvine, California 92614 ("Assignor"), is the owner of the entire right, title and interest in and to the following (collectively, the "Trademark Rights"):

U.S. Registration No. 4,090,156 for the mark SMARTLINKS; and



U.S. Registration No 4,082,874 for the mark

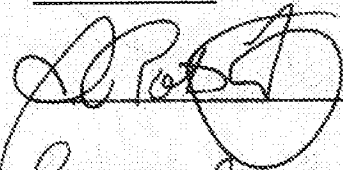
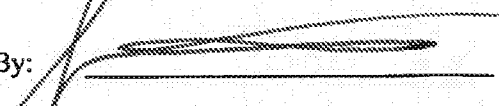
for "Building games; Playset buildings; Puzzle games; Puzzles; Toy building blocks capable of interconnection; Toy buildings and accessories therefor." and any and all other rights and privileges provided under the trademark and other laws of the United States, the individual states thereof and jurisdictions foreign thereto with respect to the foregoing; the GOODWILL of the business in which the mark is used; and any and all renewals thereof, together with the right to bring suit and collect for past infringements thereof; and

WHEREAS, Oldemark LLC, a Delaware Limited Liability Company located at 4288 West Dublin-Granville Road Dublin OHIO 43017 ("Assignee") wishes to acquire the Trademark Rights.

NOW, THEREFORE, in view of this Agreement and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor hereby assigns to Assignee transferring all right, title and interest in and to the Trademark Rights.

Assignor shall, without further consideration, execute any additional documents and take such further action as may be requested to vest in Assignee good, valid and marketable title to the Trademark Rights.

This Assignment and all terms hereof shall be binding upon and shall inure to the benefit of the parties and the respective heirs, personal and legal representatives, successors and assigns.

<p>STROTTMAN INTERNATIONAL, INC. ASSIGNOR</p> <p>Dated: <u>5/22/13</u></p> <p>By: </p> <p>Its: <u>President Global Ops</u></p>	<p>OLDEMARK LLC ASSIGNEE</p> <p>Dated: <u>5/14/13</u></p> <p>By: </p> <p>Its: <u>SVP, Brand Marketing</u></p>
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