

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
Moose Creative Pty Ltd		12/11/2013	Proprietary Limited: AUSTRALIA
RECEIVING PARTY DATA			
Name:	Moose Creative Pty Ltd		
Street Address:	7-13 Ardena Court		
City:	East Benteleigh		
State/Country:	AUSTRALIA		
Postal Code:	3165		
Entity Type:	Proprietary Limited: AUSTRALIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3808414	BEADO	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	+613 9579 7377		
Email:	michelle.groves@moosetoys.com		
Correspondent Name:	Michelle Groves, Moose Creative Pty Ltd		
Address Line 1:	7-13 Ardena Court		
Address Line 4:	East Benteleigh, AUSTRALIA 3165		
DOMESTIC REPRESENTATIVE			
Name:	Davies Wright Tremaine LLP		
Address Line 1:	1300 SW Fifth Avenue Suite 2400		
Address Line 4:	Portland, OREGON 97201		

NAME OF SUBMITTER:	Daniel Henquin
Signature:	/DH/
Date:	12/17/2013
Total Attachments: 1 source=BEADO ASSIGNMENT#page1.tif	

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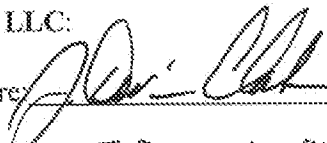
WHEREAS, GOT I, LLC (hereinafter "Assignor"), a limited liability company, organized and existing under the laws of Delaware, located and doing business at 3333 Piedmont Rd., Suite 1800, Atlanta, Georgia 30305, United States owns the following U.S. trademark registration:

Mark:	BEADO
U.S. Trademark Registration No.	3,808,414
Registration Date:	June 22, 2010
Goods/Services:	Infant development toys; balls; and soft sculpture toys in International Class 028

WHEREAS, Moose Creative Pty Ltd., (hereinafter "Assignee"), an Australian corporation, located and doing business at 7-13 Ardena Court, East Bentleigh, Melbourne, Australia 3165 desires to acquire all rights in the above listed trademark and registration;

NOW THEREFORE, for good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, and interest in and to the trademark and registration therefor indicated above, together with the goodwill of the business connected with the use of and symbolized by the trademark. Assignor agrees to cooperate and sign all documents necessary to carry out the intent of this Agreement, including all documents necessary to record the assignment with the United States Patent and Trademark Office. Failure to tender consideration within 30 days of signature by Assignee shall render this assignment null and void.

GOT I, LLC:

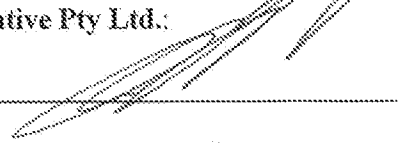
Signature: 

Printed Name: J. Dwanie Clarke

Title: Secretary & Treasurer

Date: 10-15-2013

Moose Creative Pty Ltd.:

Signature: 

Printed Name: Mary Steel

Title: Director

Date: 12-11-2013