

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM304916

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MZ BERGER & CO., INC.		05/09/2014	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	MZB IMAGINATION LLC		
Street Address:	29-76 Northern Boulevard, 4th Floor		
City:	Long Island City		
State/Country:	NEW YORK		
Postal Code:	11101		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	3660125	AQUA ART	
Registration Number:	2926571	BALLPOINT	
Registration Number:	3524650	GIGA BUBBLES	
Serial Number:	85916249	INSTAMOTION	
Registration Number:	1314537	PC	
Registration Number:	1316905	PIERRE CARDIN	
Registration Number:	1316906	PIERRE CARDIN	
Registration Number:	4132388	SPRAYART	
Registration Number:	3524653	THE UNSTOPPABLE GIGA BUBBLES	
Serial Number:	85859479	ZOMBIE NATION	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	pto@sillscummis.com		
Correspondent Name:	Elyse A Marcus		
Address Line 1:	30 Rockefeller Plaza, 29th Floor		
Address Line 4:	New York, NEW YORK 10112		
ATTORNEY DOCKET NUMBER:	09910103.000072		
NAME OF SUBMITTER:	Elyse A Marcus		

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TRADEMARK

SIGNATURE:	/Elyse A Marcus/
DATE SIGNED:	05/19/2014
Total Attachments: 3 source=Assignment from MZ Berger & Co. Inc. to MZB Imagination LLC 2457788 v2#page1.tif source=Assignment from MZ Berger & Co. Inc. to MZB Imagination LLC 2457788 v2#page2.tif source=Assignment from MZ Berger & Co. Inc. to MZB Imagination LLC 2457788 v2#page3.tif	

Trademark Assignment

This Trademark Assignment, effective as of May 9, 2014 (the "Effective Date"), is between MZ BERGER & CO., INC., a New York corporation, having its principal place of business at 29-76 Northern Boulevard, 4th Floor, Long Island City, New York 11101 ("Assignor"), and MZB IMAGINATION LLC, a New York limited liability company, having its principal place of business at 29-76 Northern Boulevard, 4th Floor, Long Island City, New York 11101 ("Assignee").

WHEREAS, Assignor is the owner of all of the right, title and interest in and to the trademark set forth on Schedule A annexed hereto (the "Mark"); and the goodwill associated with the Mark, and desires to assign, transfer and sell to Assignee the Mark and the goodwill associated therewith; and

WHEREAS, Assignor agrees to assign, transfer and sell to Assignee, Assignor's entire right, title and interest in and to the Mark and the goodwill associated therewith to Assignee; and Assignee agrees to acquire Assignor's entire right, title, and interest in and to the Mark and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, as of the Effective Date, hereby assigns, transfers and sells to Assignee, its successors, and assigns, Assignor's entire right, title and interest in and to the Mark, the goodwill associated with the Mark, as well as any renewals thereof, solely with respect to the Mark, all royalties, damages, and payments now or hereafter due or payable, 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 Mark.

Assignor, as of the Effective Date, agrees to immediately cease using the Mark 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.

[Signature Page Follows]

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

MZ BERGER & CO., INC.

Date: May 9, 2014

By: 

Name: *Bernard Melmsler*

Title: *CEO*

Schedule A

<u>MARK</u>	<u>COUNTRY</u>	<u>REGISTRATION NO.</u>
AQUA ART	U.S.	3660125
BALLPOINT	U.S.	2926571
BRIO	Korea	639953
BRIO	Japan	4892216
GIGA BUBBLES	U.S.	3524650
INSTAMOTION	U.S.	85916249
PANACHE	Japan	4892217
PANACHE	South Korea	639954
PC (stylized letters)	U.S.	1314537
PC (stylized letters)	Canada	342582
PIERRE CARDIN (word mark)	U.S.	1316905
PIERRE CARDIN (signature mark)	U.S.	1316906
PIERRE CARDIN	Canada	168669
PIERRE CARDIN	Canada	408608
PIERRE CARDIN (script signature)	Canada	342833
PIERRE CARDIN	Canada	216335
SPRAYART	U.S.	4132388
SPRAY ART	Canada	773247
THE UNSTOPPLE GIGA BUBBLES (Stylized logo)	U.S.	3524653
ZOMBIE NATION	U.S.	85859479