

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM333988

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
TOMY International, Inc.		01/01/2015	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bella B Bodycare, Inc.		
<b>Street Address:</b>	5 Argonaut		
<b>City:</b>	Aliso Viejo		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92565		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3820456	BEE RELIEVED	
<b>Registration Number:</b>	3736739	HONEY BUM	
<b>Registration Number:</b>	3777122	SQUEAKY BEE	
<b>Registration Number:</b>	3816620	SUNNY BEE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3128760288		
<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>			
<b>Phone:</b>	312-876-7100		
<b>Email:</b>	jlgrubner@arnstein.com		
<b>Correspondent Name:</b>	Judith L. Grubner		
<b>Address Line 1:</b>	Arnstein & Lehr LLP		
<b>Address Line 2:</b>	120 S. Riverside Plaza, Ste. 1200		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>ATTORNEY DOCKET NUMBER:</b>	TOMY-BELLA B BODYCARE		
<b>NAME OF SUBMITTER:</b>	Judith L. Grubner		
<b>SIGNATURE:</b>	/judith l grubner/		
<b>DATE SIGNED:</b>	03/04/2015		
<b>Total Attachments: 2</b>			

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment"), dated January 1, 2015 (the "Effective Date"), is by and between TOMY International, Inc., a Delaware corporation ("Assignor"), located at 2021 9<sup>th</sup> Street SE, Dyersville, Iowa, and Bella B Bodycare, Inc., a California corporation ("Assignee"), located at 5 Argonaut, Aliso Viejo, California 92565.

WHEREAS, Assignor wishes to assign and transfer to Assignee all right, title, and interest in and to the Assigned Trademarks, together with the goodwill associated therewith, and

WHEREAS, Assignee wishes to acquire from Assignor all right, title, and interest in and to the trademarks listed on Appendix A hereto (the "Assigned Trademarks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which the parties hereby acknowledge, and in consideration of the covenants and agreements set forth herein, Assignor and Assignee mutually agree as follows:

1. Definition of Assigned Trademarks. The term "Assigned Trademarks" shall mean the trademark registrations listed on Appendix A, as well as: (a) all common law rights therein; (b) all goodwill associated therewith; (c) all renewals thereof; and (d) all rights of action, powers and benefits accrued thereto, including the right to sue for and collect damages and payments for past or future infringement thereof.

2. Assignment of the Assigned Trademarks. Effective as of the Effective Date, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns all of Assignor's right and title to and interest in the Assigned Trademarks, together with the goodwill associated therewith.

IN WITNESS WHEREOF, this Assignment has been duly executed by Assignor as of the Effective Date.

ASSIGNOR:

TOMY INTERNATIONAL, INC.

By: 

Gregory Kilrea

Title: 

President / CEO

ASSIGNEE:

BELLA B BODYCARE, INC.

By: 

Jon M. Harb

Title: 

President

**EXHIBIT A**  
(Assigned Trademarks)

<b>Mark</b>	<b>Country</b>	<b>Reg. No.</b>	<b>Reg. Date</b>
BEE RELIEVED	U.S.	3,820,456	07/20/2010
HONEY BUM	U.S.	3,736,739	01/12/2010
SQUEAKY BEE	U.S.	3,777,122	04/21/2010
SUNNY BEE	U.S.	3,816,620	07/13/2010