

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM343682

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
UNIVERSITY GAMES CORPORATION		08/29/2014	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	COLORFORMS BRAND LLC		
Street Address:	1412 Broadway, Suite 1405		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	0761273	C	
Registration Number:	2655130	COLORFELTS	
Registration Number:	2657668	COLORFORMS	
Registration Number:	0761272	COLORFORMS	
Registration Number:	2585276	FUN POCKETS	
Registration Number:	2840923	SILLY NOISES	
Registration Number:	3704906	SPLATTER MAT	
Registration Number:	1740006	STICKS LIKE MAGIC	
CORRESPONDENCE DATA			
Fax Number:	3128032209		
<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>			
Phone:	212-407-4000		
Email:	aprovencio@loeb.com		
Correspondent Name:	TAMARA F. CARMICHAEL - LOEB & LOEB LLP		
Address Line 1:	345 PARK AVENUE		
Address Line 4:	NEW YORK, NEW YORK 10154		
ATTORNEY DOCKET NUMBER:	207189-10026		
NAME OF SUBMITTER:	TAMARA F. CARMICHAEL		

CH \$215.00 0761273

SIGNATURE:	/TAMARA F. CARMICHAEL/
DATE SIGNED:	06/05/2015
Total Attachments: 7 source=Trademark Assignment - COLORFORMS#page1.tif source=Trademark Assignment - COLORFORMS#page2.tif source=Trademark Assignment - COLORFORMS#page3.tif source=Trademark Assignment - COLORFORMS#page4.tif source=Trademark Assignment - COLORFORMS#page5.tif source=Trademark Assignment - COLORFORMS#page6.tif source=Trademark Assignment - COLORFORMS#page7.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is effective as of August 29, 2014 by and between **UNIVERSITY GAMES CORPORATION**, a California corporation, having a place of business at 2030 Harrison Street, San Francisco, California, 94110, United States ("Assignor") and **COLORFORMS BRAND LLC**, a New York limited liability company, having a place of business at 1412 Broadway, Suite 1405, New York, New York 10018, United States ("Assignee").

WHEREAS, Assignor owns all the right, title and interest in and to the trademarks shown in the attached schedule ("Exhibit A"), and any common law rights related to the trademarks listed in Exhibit A ("Trademarks"), together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the Trademark registrations listed in Exhibit A;

WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest in and to the Trademarks, and any common law rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the Trademark registrations listed in Exhibit A;

WHEREAS, Assignor desires to assign to Assignee all of its right, title and interest in and to the Trademarks, and any common laws rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the Trademark Registrations listed in Exhibit A.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Trademarks, and any common laws rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the Trademark registrations listed in Exhibit A.

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Trademarks and other corresponding rights in the Assignee and to assist Assignee in registering, enforcing, and defending the Trademarks.

Assignor hereby grants to Assignee the power of attorney and the power of attorney in fact to execute such documents as Assignee may find necessary or convenient to complete the transfer of ownership of the Trademarks and related rights. Assignor hereby consents to the recordation of this assignment with trademark offices and other governmental offices and entities throughout the world.

UNIVERSITY GAMES CORPORATION

COLORFORMS BRAND LLC

By: A. Robert Mogy

By: _____

Name: A. Robert Mogy

Name: _____

Title: President

Title: _____

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Trademarks and other corresponding rights in the Assignee and to assist Assignee in registering, enforcing, and defending the Trademarks.

Assignor hereby grants to Assignee the power of attorney and the power of attorney in fact to execute such documents as Assignee may find necessary or convenient to complete the transfer of ownership of the Trademarks and related rights. Assignor hereby consents to the recordation of this assignment with trademark offices and other governmental offices and entities throughout the world.

UNIVERSITY GAMES CORPORATION

By: _____

Name: _____

Title: _____

WITNESS:

By: _____

Name: _____

COLORFORMS BRAND LLC

By:  _____

Name: George Vorlacs

Title: President

WITNESS:

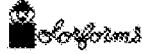
By:  _____

Name: Meghan Burke

Exhibit A

1. Registered Trademarks



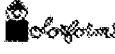

	Mark	Country	Registration Number
1.	C & Design 	U.S.	0761273
2.	COLORFELTS	U.S.	2655130
3.	COLORFORMS	U.S.	2657668
4.	COLORFORMS & Design 	U.S.	0761272
5.	FUN POCKETS	U.S.	2585276
6.	SILLY NOISES	U.S.	2840923
7.	SPLATTER MAT	U.S.	3704906
8.	STICKS LIKE MAGIC	U.S.	1740006
9.	COLORFORMS	Australia	1175893
10.	HAND HOLDS ELLIPSE Design 	Australia	964340
11.	SILLY NOISES	Australia	918410
12.	COLORFORMS	Brazil	810957655
13.	HAND HOLDING PLAY PIECE Design 	Canada	TMA667976
14.	SILLY NOISES	Canada	TMA656512
15.	COLORFORMS	European Community Trademark (CTM)	7533731

	Mark	Country	Registration Number
16.	COLORFORMS & Design 	European Community Trademark (CTM)	2700300
17.	FUN POCKETS	European Community Trademark (CTM)	2628378
18.	COLORFORMS	South Africa	B82/0289

2. Applications

None.

3. Common Law Trademarks

	MARK
19.	3-D DELUXE PLAYSETS
20.	BATHSCAPES
21.	BEYOND IMAGINATION
22.	BIG EASY
23.	BRUSH WITH GENIUS
24.	C & DESIGN 
25.	CITY ADVENTURES
26.	CLASSIC COLORFORMS
27.	COLOR FOAMS
28.	COLORFELTS
29.	COLORFELTS PLAY BOARDS
30.	COLORFELTS STORYTELLER SCENES
31.	COLORFORM
32.	COLORFORMS
33.	COLORFORMS & DESIGN 
34.	COLORFORMS & DESIGN 
35.	COLORFORMS 3-D DELUXE PLAY SETS
36.	COLORFORMS PIECES THAT STICK LIKE MAGIC!
37.	COLORFORMS REVOLUTION
38.	DON'T TIP THE WAITER
39.	DRESS-UP
40.	EVEN MORE FUN TODAY THAN WHEN WE WERE KIDS
41.	EVEN MORE FUN WHEN WE WERE KIDS
42.	FUN POCKETS
43.	HAND HOLDING PLAY PIECE DESIGN 
44.	HOOK, LINE AND STINKER
45.	IT'S MORE FUN TO PLAY THE COLORFORMS WAY!
46.	MAGIC FASHION SHOW
47.	MISS COOKIES KITCHEN
48.	MISS WEATHER
49.	MY FIRST COLORFORMS
50.	NO OTHER BRAND SAYS 'IMAGINATION' LIKE COLORFORMS!

	MARK
51.	PLAY BOARDS
52.	RADICAL RIDES
53.	SILLY FACES
54.	SILLY NOISES
55.	SPLATTER MAT
56.	STATIC CLING
57.	STICK-ONS
58.	STICKS LIKE MAGIC
59.	STICKTRONICS
60.	STORYTELLER SCENES
61.	VINYL STICK ONS

4. Trade Names