

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM428493

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
TOY INDUSTRY ASSOCIATION, INC.	FORMERLY Toy Manufacturers of the U.S.A. Inc.	04/06/2017	Corporation: NEW YORK

RECEIVING PARTY DATA

Name:	THE TOY ASSOCIATION, INC.
Street Address:	1375 Broadway
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	Corporation: NEW YORK

PROPERTY NUMBERS Total: 37

Property Type	Number	Word Mark
Registration Number:	2499836	AMERICAN INTERNATIONAL TOY FAIR
Registration Number:	3061398	TOY FAIR
Registration Number:	2543849	EZCREDIT
Registration Number:	3069588	AMERICAN INTERNATIONAL TOY FAIR
Registration Number:	3086946	TOY FAIR
Registration Number:	2595945	
Registration Number:	1906878	TOYNET
Registration Number:	3637006	FALL TOY PREVIEW
Registration Number:	3779746	TOY SAFETY CERTIFICATION PROGRAM
Registration Number:	3671211	TOY SAFETY CERTIFICATION PROGRAM
Registration Number:	3949679	TOTY
Registration Number:	2812367	AMERICAN INTERNATIONAL TOY FAIR THE WORL
Registration Number:	2803859	TOY FAIR TIMES
Registration Number:	3934997	PLAY HAPPENS
Registration Number:	3654101	TOYCONNECTIONS
Registration Number:	3704307	TSCP
Registration Number:	2013008	AMERICAN INTERNATIONAL TOY FAIR
Registration Number:	2187731	THE CHILDREN'S ENTERTAINMENT MARKETPLACE

OP \$940.00 2499836

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	2363372	NEW YORK TOY PREVIEW
Registration Number:	1909019	TMA
Serial Number:	76625960	AMERICAN INTERNATIONAL PLAYTRADE
Serial Number:	76447706	AMERICAN INTERNATIONAL TOY FAIR THE WORL
Serial Number:	76625961	BIG APPLE INTERNATIONAL TOY FAIR
Serial Number:	76625959	BIG APPLE TOY FAIR
Serial Number:	76625962	NEW YORK INTERNATIONAL TOY FAIR
Serial Number:	76625966	NEW YORK TOY FAIR
Serial Number:	76625965	NEW YORK WINTER TOY FAIR
Serial Number:	77841730	TSCP CERTIFIED
Serial Number:	76625964	INTERNATIONAL PLAY FAIR
Serial Number:	76625958	NEW YORK PLAY FAIR
Serial Number:	76625963	PLAY TRADE EXPO
Serial Number:	77772011	TSCP
Serial Number:	86312232	NORTH AMERICAN INTERNATIONAL TOY FAIR
Registration Number:	4985537	SHOPTOYFAIR365
Registration Number:	5024918	SHOPTOYFAIR365
Serial Number:	87206070	THE GENIUS OF PLAY
Serial Number:	87264035	TOY OF THE YEAR

CORRESPONDENCE DATA

Fax Number: 3124643111

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.

Phone: 3124643100

Email: chicagopto@loeb.com, fwinand@loeb.com

Correspondent Name: Douglas Masters - Loeb & Loeb LLP

Address Line 1: 321 N. Clark St. Suite 2300

Address Line 4: Chicago, ILLINOIS 60654

ATTORNEY DOCKET NUMBER:	206956-10010
NAME OF SUBMITTER:	Douglas N. Masters
SIGNATURE:	/Douglas N. Masters/
DATE SIGNED:	05/22/2017

Total Attachments: 6

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FILING RECEIPT

ENTITY NAME: THE TOY ASSOCIATION, INC.

DOCUMENT TYPE: AMENDMENT (DOMESTIC NFP)
PROCESS NAME

COUNTY: NEWY

FILED:05/05/2017 DURATION:***** CASH#:170505000469 FILM #:170505000438

FILER:

BLUMBERGEXCELSIOR CORPORATE
SERVICES INC.
236 BROADWAY
MENANDS, NY 12204

ADDRESS FOR PROCESS:

THE CORPORATION
1375 BROADWAY
NEW YORK, NY 10018

REGISTERED AGENT:



SERVICE COMPANY: BLUMBERG/EXCELSIOR CORPORATE SERVICES SERVICE CODE: 39

FEEs	65.00	PAYMENTS	65.00
FILING	30.00	CASH	0.00
TAX	0.00	CHECK	0.00
CERT	0.00	CHARGE	0.00
COPIES	10.00	DRAWDOWN	65.00
HANDLING	25.00	OPAL	0.00
		REFUND	0.00

STATE OF NEW YORK
DEPARTMENT OF STATE

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.



WITNESS my hand and official seal of the Department of State, at the City of Albany, on May 8, 2017.

A handwritten signature in black ink, appearing to read "B. Fitzgerald", is written over a faint dotted line.

Brendan W. Fitzgerald
Executive Deputy Secretary of State

Certificate of Amendment
of
Certificate of Incorporation
of

170505000438

TOY INDUSTRY ASSOCIATION, INC.

Pursuant to Section 803 of the Not-For-Profit Corporation Law

IT IS HEREBY CERTIFIED:

FIRST: The name of the corporation is **TOY INDUSTRY ASSOCIATION, INC.**, hereinafter sometimes called the "Corporation".

SECOND: The Certificate of Incorporation was filed with the Department of State of the State of New York on: **December 21, 1917 under the original name TOY MANUFACTURERS OF THE U.S.A. INC.**

THIRD: The Corporation was filed under and pursuant to the Not-for-Profit Corporation Law. The corporation is a corporation as defined in section 102(a)(5) of the New York State Not-For-Profit Corporation Law.

FOURTH: The Certificate of Incorporation is hereby amended as follows:

To amend Article FIRST which sets forth the name of the corporation.

Article FIRST shall now read as follows:

FIRST: The name of the corporation is: **THE TOY ASSOCIATION, INC.**

FIFTH: The Secretary of State of the State of New York is hereby designated as agent of the corporation upon whom process against it may be served. The post office address to which the Secretary of State shall mail a copy of any process against the corporation served upon him is: **1375 Broadway, New York, NY 10018.**

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TRADEMARK
REEL: 006065 FRAME: 0819

SIXTH: The amendment to the Certificate of Incorporation was authorized by the Board of Directors of the Corporation, by affirmative vote of a majority, at a meeting called and held for that purpose.

Dated: April, 6 2017

Steve Pasierb

Steve Pasierb, President



STATE OF NEW YORK
OFFICE OF THE ATTORNEY GENERAL

ERIC T. SCHNEIDERMAN
ATTORNEY GENERAL

DIVISION OF ECONOMIC JUSTICE
ANTI-TRUST BUREAU

Re: CERTIFICATE OF AMENDMENT
OF THE
CERTIFICATE OF INCORPORATION
OF
TOY INDUSTRY ASSOCIATION, INC.

Pursuant to Section 804(a)(i) of the Not-for-Profit Corporation Law consent is hereby given to the filing of this Certificate of Amendment to the Certificate of Incorporation. This consent however, shall not be construed as approval by the Attorney General of the purposes or objects of such corporation.

Assistant Attorney General

5/3/17
Date

438

Certificate of Amendment
of
Certificate of Incorporation
of

TOY INDUSTRY ASSOCIATION, INC.

Pursuant to Section 803 of the Not-For-Profit Corporation Law

DRAWDOWN
BLU-39

Filed By:

BLUMBERGEXCELSIOR CORPORATE SERVICES, INC.
236 BROADWAY
MENANDS, NY 12204

100
STATE OF NEW YORK
DEPARTMENT OF STATE

FILED MAY 05 2017

TAXS _____
BY: [Signature]
my to

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MAY 5 2017
FILE

2017 MAY -5 PM 11: 27

RECEIVED
2017 MAY -4 PM 12: 05

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